



DECEMBER 15, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Stereo Builds on Nation's Airwaves

All Major Markets Now Get Some
2-Channel Sound Via 113 Outlets

By REN GREVATT

NEW YORK — Stereophonic sound on the air is moving ahead at a steady pace, technical considerations notwithstanding. In an informal tabulation of two-channel broadcast activity conducted last week by *The Billboard*, at least 113 stations (mostly combinations of stations were found to be programming regularly scheduled stereos.

Virtually every major market area in the nation is now being served with at least a modicum of on-the-air stereo via some combination of AM and FM radio or TV or the considerably less used but potentially highly popular stereo darkroom known as multi-tracking and pioneered by New York's WBAI.

The State of California is particularly active in the stereo broadcasting field. San Francisco alone has a half dozen stations dishing up two-channel sound with individual stations now also on the air stereo-wise in Sacramento, Eureka, Berkeley, Oakland, San Jose, Glendale, Stockton and Bakersfield, not to mention Los Angeles, Hollywood and Beverly Hills.

Night Sets Best

As far as can be determined, most stereo programming so far has been relegated to nighttime hours. By Napier, WEAU, Eau Claire, Wis., a new entrant in the field, probably expressed the view of many stereo broadcasters when he said, "We are scheduling the 10-10 to 11 p.m. slot as the best hour to catch listeners with some

free moments. We feel they must give the program full attention to fully enjoy them." Napier said that at the beginning, the show would use complete albums, but that as the library increased there would be more variety in the show.

Bob Haynes, on his new "Jazz, Voices and Strings" stereo show on WRCA, New York, not only planned programming of pop acts like Sinatra, Eydie Gorné and Shelley Manne, but himself recorded a number of stereo vocals and piano hits for the show, aired Monday thru Thursday, 10:05-11 p.m. The station is also accepting stereo produced commercials from sponsors of the show. The show is aired in AM-FM stereo.

WQXR, with its AM and FM facilities in New York, is one of the first to announce daytime programming of stereo. These 1:05 to 2 p.m. airings, Wednesday and Saturday, will be sponsored by Zenith Radio Corporation, and is designed by Zenith as a broadcast which all its dealers in the area can receive for purposes of daytime customer demonstration of stereo equipment. Zenith figures the time slot selected represents the peak retail traffic hours of the week.

Discjey Sponsors

The New York Times-owned station is unquestionably a first-rank pioneer in AM-FM stereo, having started with test airings in 1952 and all its live music broadcasts. Stereo tape and disks were added to the broadcast schedule as they became available. Now both Angel

(Continued on page 58)

THE WINNERS The Billboard Eleventh Annual Disk Jockey Poll

FAVORITE
MALE
VOCALIST ★ FRANK
SINATRA

FAVORITE
FEMALE
VOCALIST ★ DORIS
DAY

FAVORITE
SINGING
GROUP ★ FOUR
FRESHMEN

FAVORITE
INSTRUMENTAL
GROUP ★ GEORGE
SHEARING
QUINTET

FAVORITE
BAND ★ LEO
BROWN

MOST PROMISING
MALE
VOCALIST ★ JOHNNY
MATHIS

MOST PROMISING
FEMALE
VOCALIST ★ CONNIE
FRANCIS

MOST PROMISING
SINGING
GROUP ★ KINGSTON
TRIO

MOST PROMISING
INSTRUMENTAL
GROUP ★ JONAH
JONES

MOST PROMISING
BAND ★ TOMMY
DOESEY-
WARREN
COVINGTON

FAVORITE
SINGLE ★ VOLARE
Beverly
Smythers

FAVORITE
LP ★ COME FLY
WITH ME
Frank Sinatra

FAVORITE
EP ★ KING
CREOLE
Ella Fitzgerald

Deejays Stick to Favorite Artists In Popularity Poll

Sinatra, Doris Day, the Four
Freshmen Again Head Vocal List

By JUNE BUNDY

NEW YORK—Disk jockeys are far more loyal to their favorite artists than fans, according to The Billboard's 11th Annual Record Artists Popularity Poll.

The deejays' favorite male singer, Frank Sinatra, has been No. 1 the past three years, Doris Day, No. 1 favorite female singer, was No. 2 last year and No. 1 in 1956. The No. 1 favorite singing group, the Four Freshmen, were also No. 1 in 1957 and 1956.

Leo Brown, favorite band, was No. 3 last year and No. 1 in 1956. George Shearing, the jockey's favorite instrumental group, was No. 1 in 1956 and No. 2 last year, while in the most promising male vocalist category, Johnny Mathis (No. 1 last year) again took top honors.

Interestingly, although many artists on the other most promising lists also made most promising lists last year, the No. 1 favorites in these categories for 1958 all appear on the poll for the first time—Connie Francis, most promising female singer; Jonah Jones, most promising instrumental group; the Kingston Trio, most promising singing group; Tommy Doesey-Warren Covington, most promising band.

Sinatra is the powerhouse artist of the deejay favorites. In addition to making him No. 1 singer, the

jocks listed two Sinatra albums—"Come Fly With Me" and "Only the Lonely"—as their No. 1 and 2 favorite LP's, while his LP version of "Only the Lonely" was No. 8 on the spinners' favorite LP chart.

Poll results show conclusively that deejays aren't always influenced by best-selling singles, since scores of performers with top-selling disks this year (Frankie Avalon, Jack Scott, David Seville, Paul Anka, Tom Arden, Sheb Wooley, Art and Dotty Todd, Laurie London, etc.) failed to make the popularity charts, while many strictly LP names showed up strongly.

Hard on Newcomers

In some respects the deejays' loyalty to established favorites makes it difficult for newer artists to break thru on the jockey popularity poll. One hit record seldom qualifies an artist for the No. 1 spot. Connie Francis, who has had a succession of consecutive hit singles this year, while Jonah Jones' LP's made the albums charts regularly and his singles (although not big sellers) received heavy jockey play.

Excepting to this rule are the Kingston Trio, which made No. 1 via their first Capitol single.

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Culls Stereo For Autoists

NEW YORK — At least one prominent New York radio outlet, WJLA, is exercising extra caution in selecting the recorded fare being aired on its experimental stereo airwaves. This is due to the important and substantial segment of the market which does its listening via auto radios.

Virtually no autos are equipped for FM reception, hence the second channel of a stereocast is automatically lost. Steve White, producer of the station's "Jazz, Voices and Strings" stereo show, says, "Two pick numbers which avoid the real 'spike' or 'ping pong' effect and look-for-voice stereo in which the surge is definitely on one of the two tracks. Then we put the main track on AM, so a motorist can get almost 90 per cent enjoyment from it."

INDIE DISTRIBUTOR CALLS TUNE In Today's Singles Market . . .

Many industry observers point to the indie record distributors as the most powerful segment of the singles business today. He is courted by manufacturers and gets all sorts of special treatment. . . . Page 2

Hot Singles Spark December Business Uplift; LP's Steady . . .

After a slow fall the pop singles business picked up with a snap last week as a result of a score of hot new records hitting the market. LP sales remained steady, as they had all year. . . . Page 3

Major Core Shifts: Great to Victor-Abramson Set New Label . . .

Two major core shifts took place in the record industry last week. Charles Green was ap-

pointed artist and repertoire director of pop singles at RCA Victor (effective January 1), and Herb Abramson sold his stock in Atlantic and Ace Records to set up his own label, Triumph Records. Green, will divest himself of his stock in Coda, Cadet and Burton and Trinity Music, with Marvin Moore and Bob Davie set to take over most of his holdings. . . . Page 2

DEPARTMENTS AND FEATURES

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Drum . . . 100	Drum . . . 100
Electric . . . 100	Electric . . . 100
Flute . . . 100	Flute . . . 100
Guitar . . . 100	Guitar . . . 100
Harmonica . . . 100	Harmonica . . . 100
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Top 10 Disks Rep 9 Pubs

NEW YORK — Nine different publishers are represented in the list of 10 disks voted this year's favorite singles by deejays. ("Volare" — Robbins, ASCAP — played by the Four Freshmen and 9; "Cry" are ASCAP affiliates and four are BMI.)

Three of the songs represented are "Come Fly With Me," "It's All in the Game," (Remick, ASCAP) recorded by Tommy Edwards several years ago; "Fever," (Lois, BMI) recorded by Little Willie John, and "Tom Dooley" (Beelwood, BMI) long a folk favorite. Two of the tunes are published by "Everybody Loves a Lady," (Cora, BMI), (Barton, ASCAP) and "All the Way" (Maraville, ASCAP). Other favorite jockey tunes are "Everybody Loves a Lady" (Cora, BMI, ASCAP); "Patricia," (Peer, BMI); and "All I Have to Do is Dream," (Auff-Rose, BMI).

Yuletide Keys Happy Boom For Pop Singles Market

Abundant Hits Skyrocket 45's Out of Cold, Fall Doldrums

NEW YORK — After a long cold, autumn, the pop singles business—almost given up for dead a few weeks ago—has snapped back with a bang. Diskeries are moving single records in amounts they would have thought incredible back in October and there are

more hits and potential hits around now than there have been since the beginning of the year.

Wonderful Figures
Here are some of the wonderful sales figures that have pulled the single business out of the doldrums: The Liberty Record of "The Chipmunk Song" is selling at the rate of 200,000 per day, according to sales topper Al Bennett. (See separate story.) It is reported that 240,000 records of this Christmas novelty have been sold in New York alone and many traders think it will reach a total of three million by the time St. Nick starts climbing down those chimneys. The new Elvis Presley record, "One Night and I Got Strung" is the fastest selling disk of the rockers has had at RCA Victor this year—and every one of his other disks has corralled over a million

in sales. This new one is over 1,200,000 in seven weeks. And Neil Sedaka's "The Diary" is a big seller at Victor. At Columbia Records the orders on single records on any day this week were bigger than on any day this year in 1957. Columbia has a number of hot ones going for the firm right now, including the Johnny Mathis "Let's Love," the Doris Day "Kissin' My Honey," the Four Lads "The Girl On Page 44" and the Holly Berg "Come Prima."

"But these aren't the only firms with hit selling records. In fact the hits are spread widely among the diskeries, large firms and small, East, West and South. Imperial has the hottest Fats Domino record of the year in "Whole Lotta Lovin'"; Chess has a big one on Chuck Berry's Christmas time, "Run, Run." (Continued on page 85)

20th-Fox Sets British Tie With Top Rank

NEW YORK — Twentieth-Fox Records concluded an exclusive licensing agreement this week with Top Rank Records of England, disk subsidiary of J. Arthur Rank Pictures. Henry Onorati, 20th Records, called the agreement "an alliance of two of the greatest motion picture companies in the world."

Under the arrangement, Rank Records in Britain gets exclusive licensing rights to all 20th-Fox material for release in England. Onorati said that no reciprocal deal had been set at this time, but he did not rule out this possibility in the future. The agreement, which is effective as of January 1, 1959, was signed by Rank Record chief, Malcolm McGrady, Onorati, and Louis Del Curcio, 20th-Fox vice president in charge of the International Division.

The legal firm of Marshall and Ziffer assisted in the negotiation of the agreement. Initial releases for the Top Rank-20th-Fox label will be in January.

Abramson Starts Triumph Label

NEW YORK — Herb Abramson, who in 1948 was a co-founder of Atlantic Records, sold his interest in the firm to the remaining stockholders and is organizing a new label, Triumph Records, Inc. During his period with Atlantic, Abramson had been president. New exec line-up at Atlantic is headed

by Ahmet Ertegun, president; Jerry Wexler, exec vice-president and general manager, and Nesuhi Ertegun, exec vice-president in charge of the LP department. Miriam Bienstock, who with Abramson co-founded the company, is vice-president and also president of the label's publishing wing, Progressive Music. Wexler is exec vice-president of Progressive, with the Ertegun brothers both vicepres.

Abramson's Triumph label aims at January 1 as target date. Product is envisioned as pop and rock and roll singles, and LP's of audiophile quality. Latter will be stereo. (Continued on page 35)

Pa. Dealers Seek Charter

PHILADELPHIA — A new dealer group, the Association of Retail Record Dealers of Pennsylvania, will apply this week for a charter in the Commonwealth. The association is composed of retail record dealers from all over the state and has been in the formative stages since early last summer.

The Pa. dealers' association was formed, according to lawyer Isidor Ostrow, I of the Philadelphia legal firm of Ostrow & Lawyer, which represents the dealers), to help dealers fight what they consider to be inequities in the business. These include "discriminatory price, under which one-stop can buy for less than dealers, and record clubs, which are in competition with dealers." Ostrow said the dealers would file a complaint with the Federal Trade Commission (FTC) next week concerning these matters.

JAZZ BALLET ON WINDOW DISPLAY

NEW YORK — Warner Bros. Records has snagged one of the class Liberty Music Shop's winners for a display of their album of Bob Prince's "New York Export: Opus Jazz." The display features a huge cover blow-up which shows dancers at a scene from the Prince ballet.

The album has been one of Liberty's best selling items, since its release a few weeks ago. The disk also contains ballet music from Leonard Bernstein's "West Side Story."

Pkg. Sales to Key Merc Meets

CHICAGO — Optimism in the package goods picture will keynote the semi-annual distrib and salesmen's meetings of Mercury Records to be held next week.

Eastern Merc men will gather Sunday (14) in the Park Sheraton Hotel, New York, while on the same day Midwest and Southern states will meet at the Sheraton Hotel, Chicago. Westerners will converge at San Francisco's St. Francis Drake on Monday (22).

Prior to the sales meetings, the firm's entire national staff of 30 promotion managers and distrib promo reps will meet for a meeting of their own Saturday (20) at New York's Park Sheraton. Kenney (Continued on page 35)

Epic Longhair LP's to \$4.98

NEW YORK — Epic Records will increase the price of its classical LP line from \$3.98 to \$4.98 on January 1. The price of Epic pop LP's will remain at \$3.98. Epic is following in the footsteps of the parent organization, Columbia, in raising the price of its classical line. (See separate story.)

Green Returns to Victor A.&R. Sot

NEW YORK — Charles Green, of the firm of Caida, Green and Burton, will take over as a.d.r. director of pop singles at RCA Victor after the first of the year. He will report to Steve Sholes, pop a.d.r. chief. This will be Green's second tour at RCA Victor. Joe Caida, toppler of the publishing and management firm, stated that Marvin Moore and Bob Davie will take over much of Green's functions. Moore and Davie for some years have been exclusively

packed to Trinity Music, one of the publishing firms in the C-G-B set-up.

Moore and Davie, who wrote such hits as "Green Door," "Four Walls," etc., will now restrict their writing activity so as to make themselves available for the interviewing of ASCAP and BMI writers for the firms of Towne and Trinity, respectively. Caida, Irvin Schuster and Ed Burton will also step up their writer-interview schedules. Schuster will continue as professional manager of both publishing firms.

Moore and Davie will also be more active in recording, which was a forte of Green's. In fact, Caida is known to be planning an acceleration of this phase of the firm's activity—both in singles and LP's. More than half dozen projects are already in the works.

Caida and Green wind up their business relationship under most amicable circumstances. Deals for Green to divest himself of his stock in the various segments of the firm. This returns to Caida.

Historically, the Caida-Green-Sholes relationship is a close and warm one. In 1949 Caida headed the RCA Victor pop set-up, with Green and Sholes working for him. Later, Caida left RCA to enter the publishing and management business—leaving Green in the pop a.d.r. slot. At Victor, Green not only made pop singles but occasionally played bass in Sholes' country recording sessions.

Betty Johnson, his vocalist, continues under the management of Caida. Green and Burton and the firm will continue to record for Atlantic. Green's RCA Victor deal grants him permission to record the music as he has on her past Atlantic disks.

Capitol Names More Execs in Top Brackets

HOLLYWOOD — Capitol Records, Inc. last week continued to reinforce its organizational structure with additional upper echelon appointments.

Capitol sales promotion manager Dick Rising was promoted to executive staff assistant to Bill Tallant. Tallant's new post is national merchandising administrator reporting to Mike Maffrand, newly elected CRI vice president in charge of the Sales and Merchandising Division. (The Billboard, December 1.) Forces under Rising's wing have been realigned to include popular album merchandising manager Bill Muste, classical merchandising manager John Covey, singles merchandising manager George Sherlock, merchandising co-ordinator manager Perry Mayer, and newly appointed promotional production manager Bob Bates.

Advertising production department head Steve Auld was named director of advertising. He fills the post vacated by Lou S. Churrier. Churrier became director of packaging at scheduling on December 1, reporting to Lloyd (Continued on page 85)

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Columbia to Up Classical LP's to \$4.98

NEW YORK — Columbia Records will up the price of its classical LP line, the ML series, from \$3.98 to \$4.98 on January 1, 1959. The price of the label's CL series, the pop LP, will remain at \$3.98. Columbia show album line, the OL series, will remain at \$4.98 as before. Stereophonic disks on the "Gold" label will all remain at the \$5.98 price for classical or popular stereo albums (MS and CS series).

At the \$4.98 price Columbia's normal classical line will be the same as RCA Victor's classical line, as well as the Capitol, Angel (except for the economy package) and EMI classical lines.

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CBS-Hytroon to Take Over Col. Phono Line

NEW YORK — The Columbia Phonograph line, up to now a part of Columbia Records, is being transferred from the record division to CBS-Hytroon, the Columbia Broadcasting Company division which manufactures tubes and electronic components. Reason for the transfer, according to CBS' pressy Frank Stanton, is the planned substantial expansion of the CBS phonograph marketing and manufacturing operation.

The Columbia phonograph line is being transferred to CBS-Hytroon, and because a substantial line quickly as a result of its introduction of the "360" phonograph with extra speakers in the various table and console models. According to Frank Stanton: "The great popularity of Columbia Phonograph line, and the growing popularity of both hi-fi and stereo reproducing equipment are chiefly responsible for our decision to increase our activities in this market. We have decided to have at our disposal the manufacturing skill and facilities of CBS-Hytroon."

The headquarters of all markets for the Columbia phonograph line will now be at the CBS offices in New York. Operations will be centered at CBS-Hytroon in Danvers, Mass. Head of CBS-Hytroon is Arthur Chapman, H. C. Boefig, vicepres of marketing services of CBS, will be marketing consultant at the Columbia phono department.

Gleason Inked For Jazz Seg

NEW YORK — Jackie Gleason will host the next "Times All-Star Jazz Show" which will be aired by CBS-TV January 19 from 9 to 9 p.m. Gleason will also perform as a conductor on the program, which is headed by Louis Armstrong, Duke Ellington, George Shearing, the Dukes of Dixieland, Gene Krupa, Dizzy Gillespie, and Dakota Staton.

Also on CBS-TV's musical agenda is an original musical by Jay Livingston and Ray Evans, "The Taming of the Squaw" with Gisele MacKenzie and John Raitt, which will be seen on "The General Electric Theater" February 8.

COL. SALES BRASS PREVIEW '59 PLANS

NEW YORK — Columbia Records' 59th annual meeting last week (11, 12) at the Savoy Hilton Hotel here for the company's district sales managers. Last time the 12 district sales managers were gathered together for a meeting was at Columbia's annual national sales clam bake in July. Meetings were held under the aegis of Bill Gallagher, firm's sales chief.

Chairing the meet was national sales manager Jim Turnbull. Columbia's president, Harry Greenbaum, vicepres, spoke at the presentations. Meetings dealt with a presentation on the firm's plans for 1959, with the theme of the meeting being "know how," or "how to sell in a day when order-taking is on the wane" the disk industry is in.

In part, the meet was devoted to methods whereby district sales managers could sell more merchandise

WB EXTENDS AIR ALBUM SERVICE

NEW YORK — In The Billboard of a few weeks ago, a story told of the new album subscription service started by Warner Bros. Records for radio stations. According to the new plan, AM, FM and TV stations subscribing to the service will receive a minimum of 60 albums per year at a cost of \$15 per quarter, payable in advance. Stations desiring stereo albums will be charged \$22.50 per quarter.

BONANZA

'Chipmunk' A Yuletide Skyrocket

HOLLYWOOD — Liberty Records' "Chipmunk" this week leaped into the number 10 spot on The Billboard's "Hot 100" chart to become the fastest moving disk of the year, and possibly, in the history of the record business. Its sales, now quoted at 2,500,000, are expected to comfortably pass the three million mark by year's end. According to Liberty's sales vicepresident, Al Bennett, "Shipmunk" is continuing at a rate of 200,000 per day.

Liberty has had eight plants going on the David Seville (nom de disk for Bob Burkhardt) Christmas novelty. These include Capitol in Hollywood and Scranton, Pa.; RCA Victor's three factories in Hollywood, Indianapolis and Rockaway, N. J., and three plants here including Monarch, Alco and Ralph's Records.

A spot check of pressing plants confirmed Liberty's figures on shipment. (Continued on page 9)

Indie Airlers Band For ASCAP Fee Fight

NEW YORK — More than 600 top indie radio stations represented by the All Industry Radio Music License Committee have unanimously agreed to institute of ways for the fixing of a "reasonable fee to ASCAP" under terms of the ASCAP consent decree of 1950. The move came in the wake of

disclosure to distributors and help distributor salesmen sell more to dealers. As well as discussion of ways to help dealers merchandise more records. Company spokesmen talked about new training programs for salesmen that would reach every level of the sales organization down to the dealer. There were also plans for help for the product and merchandise managers of each division of the company to test new sales plans in the field.

Plans were also put forth for the product and merchandise managers of each division of the company to test new sales plans in the field. District sales managers attending included George King, Joe Lyons, Merle and Alvin before putting them into effect on a national basis. District sales managers attending included George King, Joe Lyons, Merle and Alvin before putting them into effect on a national basis. District sales managers attending included George King, Joe Lyons, Merle and Alvin before putting them into effect on a national basis. District sales managers attending included George King, Joe Lyons, Merle and Alvin before putting them into effect on a national basis.

Indie Distribrs in Catbird Seat Crack Singles Whip

Labels Dream Up Gimmicks, Grant Special Favors to Get Action

By BOB ROLONTZ

NEW YORK — To many shrewd observers of the contemporary music record scene, the most powerful, potent and affluent part of the contemporary singles record business is the independent record distributor. States firmly astride the pipelines that extend from the record manufacturer to the dealers, the one stops, the track jobbers and the disk jockey, choosing what labels to take on or spurn, the indie distributors are courted by manufacturers and publishers, and by all but the most powerful one stops, dealers and deejays. They are the recipients of free records, special return privileges, special

dating plans and special discounts. And as they receive all these privileges and special kid-glove treatment, their profit margin expands while that of the manufacturer and the dealer becomes squeezed.

The indie record distributor enjoys his powerful position due to the tremendous influx of new labels into the business — ranging from large movie company labels to one-lot one-record release firms — and by virtue of the fact that there just aren't enough indie distributors around to handle all of the new labels easily. There are about five or six indie distributors in each of the major markets in the United States, with New York

tops with seven, and towns such as Detroit, Philadelphia or Chicago averaging six. Also the number of new labels dumped skyward in 1958, the number of distributors has increased by only about 10 per cent in the same period. And so manufacturers must take their line to the best or the better of the indie distributors in each city, even tho' that distributor may not be a representative for 30, 40 or 50 lines.

With anywhere from 20 to 40 lines in his pocket, the indie distributor doesn't really have to promote any record except the one that is already happening, or the ones that his most powerful lines may have put on. This doesn't mean all indie distributors lay down on promotion — some are promotion minded — but many are lax. In fact, the laziness of these let every label lay quiet until the manufacturer himself makes one of his records happen. Many indie distributors do not even realize they have on tap deejays for untired disks.

This in order to get a new record. (Continued on page 9)

U. S. Armed Forces Huge Wax Market

Survey Tabs PX's Biggest Single Buyer Of Disks; Serve 6 Mil GI Customers

By JUNE BUNDY

NEW YORK — The present U. S. Armed Forces are the most music-conscious, music-love 'a music — appreciating fighting force in the history of armies," according to a study record-buying habits of servicemen here and abroad by market consultant John J. Ryan. The study maintains that "Exchanges (PX) are by far the largest single customer for the music record industry," representing a total of 6,000,000 record customers. An estimated 88 per cent of every man in the Armed Forces

for disks each year, with a total of more than 20,000,000 sold per year, and some \$7,500,000 on phonos in PX's and ships stores.

The unshakable AF according to the study, was responsible for the great impetus in military record buying during the last 10 years, since servicemen rarely own furniture, but they do own records, which they can take with them anywhere. The military market is a young market (average age 23) and the average GI prefers albums to singles in a ratio of about three to one, and pops to classics, although some 25 per cent of all disks purchased by Armed Forces men are classical.

Overseas only the top pop singles make it due to procurement practices here in the U. S. The pop single market is almost identical with the civilian pop single market, with "perhaps a shade of preference for country and western in certain areas."

Each of the approximately 300 PX buying locations around the country buys independently of the other PX's. Each has its own inventory. Overseas PX buying is centralized at Army, Air Force and Navy. (Continued on page 9)

meetings held by representatives of ASCAP and the Radio License Committee early this month which found the parties so far apart in their view of proper terms for a new agreement, that the meetings were dropped.

Robert T. Mason, chairman of the Radio group, pointed out the fact that a number of meetings had been held but that ASCAP had refused to make any concessions to the radio industry. Under the consent decree, any station, by applying to ASCAP for a license, has the right to sue all composition in ASCAP's catalog, and the rate to be paid under the license will be fixed in a rate proceeding brought in the United States District Court for the Southern District of New York.

Death Claims Jazz Artist

HOLLYWOOD — Death claimed Julia Lee, 57, last week (9), judge and blues singer — pianist — "Big Mama" Thornton. "Gimme That" and "Go!" and "Snatch and Grab." She died at her home in Kansas City, Mo., where she was employed at the time at the Hi-Bop. She is survived by a son, Frank Duncan Jr., and two grandchildren.

Allied Plant Back on Beam After Fire

HOLLYWOOD — Allied's Huntington Park, Calif., pressing plant is already turning out pressing at half capacity. The plant, which has installed presses at a nearby warehouse pending reconstruction of the destroyed building, immediately following the fire, Broadhead contracted pressing at Alco, Columbia and RCA plants to fulfill clients' orders. Among clients whose product was damaged were ABC, Paramount, Mercury and Aladdin.

Mercury's "Smoke Gets in Your Eyes," its current hot seller, was damaged over the fire. In addition to the Huntington Park factory, Allied has two other plants in Hollywood (Las Palmas and one on Santa Anita Blvd., near Monica Blvd.) plus one in Belleville, N. J.

TIMELY PITCH

Power of The Press Hypes Sales

NEW YORK — The Record Hunter, Fifth Avenue record shop here, cashed in on last week's New York newspaper strike, via a clever store traffic-building gimmick.

Altogether, it offered its customers a free paper with every record purchase. Two signs in the window advertised the giveaway, and placed indie stations WINN and WOLB carried free plugs for the stunt on their newscasts. The shop gave away 300 Times Wednesdays, and continued to continue the gimmick until the strike is over unless all New York papers suspend publication.

NEW YORK — Records it planned to issue of new product for January. The 99-cent 45 packages will include "Honky Tonk Piano," "Roaring Twenties" and "Lick 'em Up." It also includes a 2 1/2-inch merchandise there are 10 new packages including Hawaiian, organ, Western waltz, and material for the new year. It includes a package of Glenn Miller Records.

Tops Manufacturing Big January Release
Tops' Mayfair Stereo catalog cashed in 30¢ sets with a flood of new January material including "My Fair Lady," a Dixieland package with Matty Matlock, the Pied Pipers in tribute to Tommy Dorsey, packages by Beatrice Kay, Billy Daniels, Johnny Desmond and others—12 in all.

Stereocast Bug Bites Broadcasters

NEW YORK — Stereo continues to play a major role in program planning by forward-thinking radio broadcasters. A roundup of stereo programming by stations across the country appears in the special disk jockey section in this issue. However, the following information received too late to include in the section.

Station KDKA, Pittsburgh, broadcast, is currently seeking to take the initiative in the FM-FM stereo field. The Westinghouse outlet has filed an application with the FCC to conduct tests with stereo transmission on FM and AM in addition to its present AM-FM arrangement.

The station has been airing its weekly stereo music show "Stereo New Horizons" on Sunday which features both pop and classical stereo tapes, since November, 1957. The program is emceed by John Stewart and introduced by Charles Klug, the Westinghouse chain's FM co-ordinator.

Active on the stereo programming level in Minneapolis is WLOL which—with its sister outlet WLOL-FM—presents an hour stereo jazz show (with Vern Stevenson) three times a week and a two-hour Sunday night show, featuring Broadway music scores.

At the same time, WLOL-FM has joined with a competitive AM station KTCM to present a regular 90-minute Saturday afternoon stereo classical show starting December 20. The station's first live stereo broadcast will be aired on Christmas Eve, as the climax of a series of five-hour stereocast on that date. Every WLOL stereo broadcast now on the air is sponsored.

Still another stereo-minded station is KTCW, Oklahoma City, which, with station FEEM-FM,

airs a regular hour-long "Sunday Spectacular" stereo music show (AM-FM sponsored by RCA Victor). However, KTCW program director Nick Reyes has some reservations about stereo. He writes "There is little or no equipment available for broadcasting the present stereo product."

Reyes says he uses tapes, because while stereo tape catalogs are limited, a copy of a tape recorder-playback is more reliable. He also prefers one mike ("rather than lose half your audience") and emphasizes the importance of promotion "prior to actual stereo broadcast" in newspapers, record stores, etc. In addition to emceeing KTCW's weekly stereo show, Reyes does a closed-circuit "Stereo Hup" every week at local hospitals, civic meetings, Army bases, etc., "to help educate the public to stereo."

Calif. Booker Sets Up C.&W. Niterly Dates

WOODLAND HILLS, Calif.—With audiotape dates for country and western talent becoming increasingly scarcer in this area and with Hollywood's c.d.w. acts operating only on Saturdays, Steve Stebbins, of Americana Corporation, c.d.w. talent agency with headquarters here, is directing his efforts to night club bookings. Stebbins last weekend announced the signing of 16 clubs in Southern California territory for one-to-week appearances of name c.d.w. acts for the next 13 weeks. He is at present using on these dates Tex Williams, Lefty Frizzell, Freddie Hart, Rose and Cal Maddox, Gordon Terry and Tommy Duncan. The route is good for the artist, Stebbins says.

Stebbins expects to launch a similar project in Northern California area after the first of the year.

Stewart Sets Overseas Org

NEW YORK — Kevin Stewart, president of Korvic Music, and Desid Parnes have set up an organization to represent American music and disk companies overseas. They intend to set up branches in major European countries. Parnes, who has recently resigned as editor-in-chief of The Cash Box, will be headquartered in London but will take regular trips to New York.

HOLLYWOOD — The Champs expect to have recovered sufficiently from their recent car crash injuries to resume their tour December 31 in Albuquerque, N. M. Challenge Records is currently issuing a single plus the instrumental group's second package (stereomaterial), "Everybody's Rockin' With The Champs."

NARAS B'DCAST WAX PREMIUM

NEW YORK — An album, featuring highlights of the first annual awards presentations on TV by the National Academy of Recording Arts and Sciences, will be used as a self-liquidating premium for Pepsi-Cola Bottlers.

Pepsi-Cola is sponsoring the stereo program which will be aired over a major network (probably NBC-TV) in mid-April. The Goodson-Todman package will spotlight "Oceania" country awards for the best male and female vocalists, best LP, etc.

Alto the star line-up isn't set up, Goodson-Todman is negotiating with Dean Martin, Bing Crosby, Frank Sinatra, Leonard Bernstein, Van Cliburn, Jo Stafford, Pat Boone, and Dinah Shore.

Longhair Disk Poll Toppers

NEW YORK — RCA Victor packages won top position in the 1958 national artists' poll sponsored by Irving Kolodin and the Saturday Evening Post. "Madame Butterfly" and the Van Cliburn's Tchaikovsky First Piano Concerto, "The Madame Butterfly" featuring Antonio Maria, Cesare Valletti and conducted by Erich Leinsdorf was recorded in Italy under the supervision of George B. Mare, vice-president and general manager, RCA Victor Record Division. Winner in chamber music category is "The Play of Daniel," with Ralph Greenberg conducting the New York Pro Musica on Decca. In piano, Beethoven's "Diabelli" variations, by Rudolph Serkin, on Columbia; in solo vocal category, "Partita," Angelique, orchestral, Mahler's Symphony No. 2, Bruno Walter on Columbia, were the winners. Most commendable enterprise was listed as "Great Recordings of the Century," on Angel.

Charles Wall Dies at 59

NEW YORK — Charles A. Wall, president of Associated Music Publishers, vice-president in charge of finance and treasurer of Broadcast Music, Inc., and a colonel in the U. S. Army Reserve (retired), died Monday (8) after a long illness at Roosevelt Hospital. He was 59. Wall, who was educated at Manlius Military School and Harvard University, was principal clarinet with the John Philip Sousa band for three years. He also had been a member of the Pryor, Conway, Innes and Linn bands.

Wall was given many decorations for his war service. In 1947 he returned to the National Broadcasting Company as assistant to the vice president in charge of finance, and in this year he was made vice-president and treasurer of BMI. In 1952 he became president of AMP. He also was a member of the board of directors and treasurer of BMI Canada, Ltd.

DISK JOCKEY CHECK LIST

The following artists whose names are listed will be of special interest to disk jockeys:

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FOLK TALENT & LIVES

By BILL SACHS

Around the Horn

The Jim Denny Artist Bureau, Nashville, has just added to its talent roster a pair of acts from the Columbia Records waxing stable—the Three G's and Carl (Blue Steel) Shaw. The G's (Gladys Knight from Canton, O., and her newest Columbia release couples "These Are the Little Things" with "Wonderful Country" awards for the best male and female vocalists, best LP, etc.)

A unit headlined by Brenda Lee and Ernest Tubbs, augmented by Lonzo and Oscar and Bill Carlisle, played to a record-breaking 14,000 of 7,100 paid in a matinee and night performance at Brader Hall, Wilmington, N. C., Saturday, November 29, according to Bud Albritton, who holds the managerial reins on Miss Lee, Mai, H. E. Williamson of the Wilmington Public Department, estimated the matinee crowd at "close to 3,000," and ordered the box office closed after 4,200 went. The act was jammed into the 3,700-seat auditorium for the night performance. Williamson further described the act as "undoubtedly the largest paid attendance for any event we have had in the history of Brader Memorial Hall."

"Red Foley for Christmas Sales" is the title of a quarter-hour radio show which will be programmed by two-thirds of the nation's stations between now and Christmas, according to the National Tuberculosis Campaign. The show is co-sponsored by W. G. Richardson, publicity director of Crossroads TV Productions and RadCoatz, Springfield, Mo., the music director of Betty Hutton's daughter. . . . Hugh Rank posted from Montreal: "Shocked to read in your column of the death of Jay Perkins, Carl's brother. His memory will live forever in the country and western music field. My sympathy goes out to the entire Perkins family."

Little Eller Long has shifted her headquarters to St. Petersburg, Fla. . . . "Louisiana Hayride" stars Jimmy Martin and Johnny Mathis are plugging new releases these days. Jimmy is laying on his new Decca platter, "Rock Hearts," with Johnny concentrating on his latest RCA release, "I'm Cryin' on Pappy Dally's 'D' Label." . . . Martha Carson's first Cadence release, just out, is "I'm Cryin' on Pappy Dally With The Light of Love." Deejays may obtain a copy by writing to Martha at 146 Seabright Avenue, North, Nashville.

Smiley Monroe, now headquartering in Pasadena, Calif., where he emcees a talent show each Tuesday night at one of the local clubs, will be programmed at Jubilee Ballroom, Baldwin Park, Calif., December 19. Smiley has been keeping busy on utility dates in the California sector in recent months. He is heard in Hollywood Santa Claus Parade, in which a slew of Hollywood movie and TV personalities participated. . . . Johnny Sea, who works for the NBC label, has joined the cast of regulars on "Louisiana Hayride," Shreveport. . . . Ray Price was the star of KCUJ's "Rockin' Hecdown," Fort Worth, December 20, in a special Christmas program. Billy Walker was the "Cowboy" in a special December 20 program. Howard Crockett band filling that slot last Saturday (13).

Hank Snow and His Rainbow Band, Bobby Wells, and Doyle Wilburn, Bobby Helms,

Wanda Jackson, and the Starlighters, Dallas western swing band, play a string of dates for promoter Han Peebles, opening at the Auditorium, Kansas City, Kan., December 28. Packages is routed for St. Joseph, Mo., December 29; Sioux City, Ia., 30; Omaha, 31; Wichita, Kan., January 1, and Topeka, Kan., 2. . . . "Louisiana Hayride," Shreveport, will be its first appearance there in three years, it is set for a guest appearance on "Jubilee U.S.A.," Springfield, Mo., January 10.

Betsy Gay, singing comedienne, will make her absence from Nat Nibberg's "Country America," KABC-TV, Los Angeles, to await her fourth visit from the stock, return to the cast this week. She'll alternate weeks with Shirley Caddell. . . . Hank Thompson and His Brazos Valley Boys do the guest chores on Country America this week (December 20). Jean Sheppard and the Elites were last Saturday's (13) guests. . . . Weldon Rogers and "Grand Ole Opry" featured featuring Justin Tubbs, Benny Martin, Dell Wood and Stonewall Jackson at Albuquerque, N. M., December 14. . . . Introducing a new "Jewel" Records release, "Everybody Wants You" b/w, "This Song Is Just for You." Jimmy Johnson is currently writing to Rogers at KLOS, Alhambra, where he spins five hours of c.d.w. music nightly.

We goofed recently in announcing the names of the officers of the recently organized Country Music Association. . . . We inadvertently typed one name in an important name. The officer's list is as follows: Connie B. Gay, president; Eddie Arnold and Hank Williams, vice-presidents; Mae Wiscosen, treasurer; Hubert Long, treasurer; Gov. Frank Clement and Sen. Albert Gore of Tennessee were honorary members. . . . The chairman of the association's board of directors.

After eight months on the road, the Wonderland Ranch Boys, under the leadership of George Featherstone Jr., are back at Wonderland Ranch, Danville, Ont., as the regular Saturday night show. . . . The reorganized combo are Andy Pontello, Lloyd Fergusson, Billy Ho and Miss Avain. . . . After more than a year of touring, WKIK, Leonardtown, Md., Pete Roberts has joined up with the Country Gentlemen, Starday recording unit, in which the duo couples "Rollin' Stone" and "The Devil's Own." Roberts is one of the writers of the up-tempo side, "Rollin' Stone." . . . Pete obtain a copy by writing to Pete at 1838 North 25th Road, Arlington, Va.

Country singer Jackie Dee, who has been stirring considerable attention in the pop field, put in most of last week in Boston promoting her newest Liberty Records release, "Buddy," which is being happening to happen in the Midwest. . . . Dee is currently promoting the tune with deejays in recent weeks. Jackie appeared on the mammoth teenage party "The New Year's Eve Party" in one of the WLVW-WLVW deejays, Bob Brown, at Cincinnati Gardens, Cincinnati, Sunday afternoon, November 30, and introduced the "Buddy" tune during an hour-and-a-half telecast of the Brown party deejays.

Disk Names in Cincy Lounge

CINCINNATI — The remodeled Keyhole Bar in the Sheraton-Cibola Hotel here is forming an opening Tuesday night (9) at the Gibson Girl Lounge, introducing a new policy of using recording names on a regular basis. First in under the new deal was the Marian McPartland Trio, formerly heard on Savoy and Capitol and now on the Argo label. The McPartland threesome concluded its engagement Sunday (14) with a special jazz concert in the hotel's Sidewalk Cafe, with duets pegged at 81. Pianist Jack McPartland, Crock, heard on the Coral and Kapp labels, moves in with his group Monday (15) for a three-week engagement.

Joseph Carro is hotel general manager, and Joe Robbins, is manager of the refurbished room. Booking is handled by Al Banks, Boston, director of entertainment for the Sheraton Corporation of America.

HOT 100 ADDS 11

NEW YORK — Eleven new sides appear for the first time this week on The Billboard's Hot 100 Chart. Details are:

66. Donde Esta Santa Claus?—Auge Rio, Metro.
78. It's Just About Time—Johnny Cash, Sun.
79. Try Me—James Brown, Federal.
81. Goodbye, Bye—Jackie Brillon.
83. Run, Rudolph, Run—Chuck Berry, Chess.
85. I Just Thought You'd Like to Know—Johnny Cash, Sun.
90. Merry Christmas, Baby—Chuck Berry, Chess.
92. Philadelphia, U. S. A.—Art Lund, Coral.
96. Pretty Girls Everywhere—Eugene Church, Class.
98. Seven Minutes in Heaven—Poni Tals, ABC-Paramount.
100. Come Prins—Polly Bergen, Columbia.

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MY HEART"**

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thanks for being so good
to me - Love*

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THE LITTLE DRUMMER BOY

WITH THE MIRACLE SOUND OF
THE HARRY SIMEONE CHORALE

A LONG RUN HIT
FROM THE STUDIOS OF

20th
FOX

20th FOX RECORD #121

VOX VOX

By JUNE BUNDY

DEEJAY SPECIAL! Since this is the issue wherein we feature the annual Record Artist Popularity Poll, Vox vox will be turned over to opinions expressed by deejays across the country in answering the survey. Unfortunately, one of the sagacious comments on the survey concerning the time (and thought given by all of you) was made by a deejay who requested that his name not be used. Altho we don't usually run anonymous quotes, we think you'll find them particularly interesting, so here they are:

DEEJAY ANONYMOUS:
"In answering the questionnaire I made a conscious effort to refrain from listing those who have enjoyed a brief fling at stardom and have attempted to list those who have attained a majority status or those who I believe will attain such status. Further, I listed those who made and are making an attempt toward lasting contributions. Certain categories, such as instrumental and hard bop, were extremely difficult for obvious reasons; while others (i.e. male and female singers categories) were capable of a wide range of choices. Therefore the choices were of necessity subjective, and were made with regard to a maximum of taste, a minimum of controversy and with at least a modicum of success on popularity charts, listener preference and personal regard."

BILL RANDLE, WERE, Cleveland: "I think tastes have changed and I'm just trying to reflect public taste. Rock and roll is being integrated into popular music. It's no longer a novelty. Rock and roll was an earthy, virile influence, but the authentic artists were destroyed by the gimmick imitators. I'm still playing Elvis Presley and other authentic rock and rollers, but you'll hear none of the junk on my show. By junk I mean out and out, crude, raucous fare—deliberately bad. There's a point where you can't cater to the mediocre any longer. Before the earth satellites were launched, what did youngsters have to look forward to? The draft and the H-bomb. They were frustrated and rock and roll was one outlet for these frustrations. But now look, kids have the frontier of space opened up to them. They no longer despair. Rocketers, not racketeers, are the thing now. Kids are excited by being called hoodlums. Now they track Sputniks, build rockets. They read. It's no longer smart to be dumb. Elvis Presley is

setting an example now. He's in the Army. He was in an impossible position before. Now he's a genuine cult hero. He's a healthy, swinging influence."

HOWIE LEONARD, OF WLOB, Portland, Me.: "I wish to register a loud complaint. Timing on each record is vital. Several companies—large and small—consistently fail to put the time on the label. Others deliberately put the incorrect time on the label. Some deejay LP's also do not include the time. This is vital and necessary and should not be overlooked. More and more records arrive warped, bent, damaged, etc. A good deal of this is not only the result of mail handling and packaging but sloppiness somewhere else. Listing release dates on the label would help."

GORDIE BAKER, WSPR, Springfield, Mass.: "Congratulations to RCA Victor for a laugh with each release; to Cadence for consistent good material; to Roulette for energy and good programming; to Warner Brothers for rubbing in with new material; to Capitol for swinging material; to Columbia for material in good taste; to Mercury for their 'shorties'; to Decca for different material; to Billboard for providing many extra services. To everybody for keeping me working and No. 1 in our market."

AL NELSON, of KRLC, Lewiston, Idaho: "It's a waste of time for record companies or their distributors to send stations a copy of every cotton-pickin' record they cut! Out of shipments of seven or eight records, by the time they are 'culled' you keep one."

JIMMY SMITH-HENRY BOGAN, WAYN, Rockingham, N. C.: "Better and quicker cover service for small-town deejays and stations is needed. Everyone isn't privileged to hear Tommy Edwards, Martin Block, etc."

ART SCHWENT, KSCM, Ste. Genevieve, Mo.: "The record companies should expand their disk jockey sample service to include even the smaller stations. Because of limited service by many labels many hit recordings are never heard by listeners to lower powered stations."

BY NAPIER, Eau Claire, Wis.: "A familiar cry—more selectivity of artists and material, few or less

YESTERYEAR'S TOPS—

The million's top tunes on records as reported in The Billboard

DECEMBER 11, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. My Darling, My Darling
4. A Little Bird Told Me
5. You Were Only Foolin'
6. Until
7. Maybe You'll Be There
8. Twelfth Street Rag
9. All I Want for Christmas (Is My Two Front Teeth)
10. A Tree in the Meadow

DECEMBER 12, 1953

1. Rags to Riches
2. Ebb Tide
3. You, You, You
4. Ricochet
5. Vaya Con Dios
6. Hanging Partners
7. Many Times
8. The's Amore
9. Eh Compara!
10. Strangers in Paradise

by the recording companies. With four hours a day, I can't possibly give the exposure to a good record that it deserves. Haven't even time to properly audition all new releases. (In that case, thank heavens for Billboard's record reviews!) I feel the over-all quality of pop music would improve with fewer releases.

JIM WINTERS, W A B I, Bangor, Me.: "For those that bemoan the fate of the 'Big Bands,' let these people look to today's crop of record artists as to which direction they should go. We do not drive a 1930 or 1940 model automobile if we are financially able to afford a 1958. This is the music of today—1958—and if the 'big bands' want to come back they've got to have the 1958 sound. Rock and roll is not here to stay but the beat will be with us for many years, to come. Whether it's cha cha, calypso or folk, the kids will always be dancing."

RAY SCHREINER, WRNL, Richmond, Va.: "It is with great joy that I receive records with a great non-singing sound. It gets a little tiresome to have nothing but vocalists around. Trying to keep a well-balanced program you have to lean heavily on albums to find the instrumental sound. Yet in comparison with the number of records released more instrumentals turn out to be hits than singing records on a percentage basis. I wonder if somebody is missing a beat?"

ON THE BEAT

By REN GREVATT

With a certain amount of discussion going on in the trade in recent weeks about a possible musicians' strike at the end of the year, there has been accompanying talk among disk men about "crash" diskings sessions, in which a stockpile of sides is built for possible use during a period when the industry might conceivably be without the services of musicians. Generally, the belief now seems to be that there will be no strike. But assuming that one came along, it's interesting to contemplate just what these record men might be cutting in anticipation of future demand.

How do you know what today's market is going to be buying even next week, let alone next month? Look back at the charts for the last few years. Notice the number of records that have made the number one slot, and then try to figure out what's going to be at the top of the heap on say February 9, 1959. There was "Volare," a strictly Italian tune by Domenico Modugno, who has failed to make it on a second attempt even on three different labels.

On the other hand, there was the interesting and off-beat Civil War period folk song, "Tom Dooley," by Kingston Trio, a group which has a strongly Hawaiian background. Then, Cozy Cole, veteran swing era drummer, came thru with his first number one hit, "Topsy," the second half of a Part I-Part 2 record. One of the more recent entrants is the Teddy Bear' recording of "To Know Him Is to Love Him," a rockaballed and a sample of what might be more nearly expected on the singles charts. But then, too, there was the cha cha influence, with Perez Prado's "charicita" also hitting the top rung. Tommy Edwards, on the other hand, made it with re-recording of an old hit, a fact which in itself brought about a trend.

Well then, in view of all these recent number one hits, who is to say what will make the grade in the new year? Experts have opined that the only trends to last in the pop field, will be those which emphasize a beat. That's why you can feel the beat in the new year. In this corner, we feel that there is likely to be a continuing integration of the basic rocking beat with other rhythms. We have seen plenty of the rock-a-cha, cha, rock-calypso and some rock-and-roll. It is possible in this crazy business that we will see such things as rock-a-folk, rock-pollas, rock-a-sambas and maybe even rock-a-Indian war dances. Who knows, we repeat?

Betwixt and between these various possibilities, there are other potential trends. Same say we are likely to see a turn away from what might be called the "popified" versions of rhythm and blues and country music. There is some movement toward the more authentic sounds, as exemplified by Fats Domino's current opus, "Whole Lotsa Loving," which has a strong flavor of the great New Orleans cat's earlier, down-to-earth sides.

Only a few artists on the scene today stand a chance of making the charts in sustained fashion, despite the vagaries of general industry trends. Randy Wood arrived from the Coast late last week for what were described as "orientation" recording sessions with Pat Boone. Dot is probably safe in this course for such is the depth of Boone's popularity. It has already been done by Victor with Elvis Presley. Few others would be safe in trying to make records in abundance in this day and age.

Lillian Cumber, owner of the r.&b. and rock and roll talent agency on the Coast which bears her name, was recently married to Edward Fisher, co-owner of Bordan's Victory Drugstores in the Los Angeles area. Arthur Lee Simpkins was a soloist at the nuptials. The bride wore chintilly lace, which seemed quite appropriate for the occasion. At the gala reception, champagne flowed from a gold fountain.

Martha Carson has her first Cadence release. Sides are "That Ain't Right" and "The Light of Love." Miss Carson is also the deejay of "I Can't Stand Up Alone," a recent disk by Clyde McPhatter. . . Don Pierce has alerted the trade to great Christmas records for what were described as "orientation" would include Charles Brown's original "Merry Christmas Baby," "Sleighride" by Lloyd Glenn, Lovell Fulson's "Lonesome Christmas," and "Christmas Eve Baby," by Johnny Moore.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

LaVern Baker a Hit At Home and Abroad

LaVern Baker was born on November 11, 1929, in Chicago. On her 17th birthday, she signed a contract that brought her into Chicago's Club DeLisa. The thrush's next stop was Detroit's Flame Show Bar. Club manager Al Green originally signed her for two weeks, but held her over and signed her to a personal management contract.

Miss Baker left the Flame to tour and record with the Todd Rhodes band. Later she decided to try her luck abroad. After six successful months in Europe, she returned home. In 1954 the artist began recording for Atlantic.



During 1956 and 1957 Miss Baker racketeered from continent to continent, bringing rhythm and blues to the far corners of the world. She appeared a year or so ago in the film "Rock, Rock, Rock." Her latest Atlantic release, which bears watching, is "I Cried a Tear."



Neil Sedaka Scores As Singer, Composer

Brooklyn-born Neil Sedaka spent most of his 19 years studying piano and composition, in preparation to be a classical concert artist. His maternal grandmother had been a

concert pianist, and Sedaka's father encouraged his son to pursue a concert career.

In 1956 the great Arthur Rubinstein selected the youth to play on WQXR's "Music Talent in Our School" program, and Juillard awarded him a two-year piano scholarship. He still studies piano at Juillard.

With lyricist Howard Greenfield, a former high school classmate, Sedaka had two of his songs recorded, "Stupid Cupid" and "Fallin'." Al Nevins, of the "Three Strings" band, a record producer, nudged him over to RCA Victor's pop a.&r. man, Steve Sholes. Sholes signed the lad for RCA. His first recording, "It's Too Late" now making its way up The Billboard's charts.

WILD Sale Sparks Big D.J. Switch

BOSTON — The sale of local radio station WILD, formerly owned by Bartell, to Nelson B. Noble has sparked a flock of key deejay changes.

Stan Richards moved over from WORL here to take over as program chief and deejay with a daily 10 a. m. to 2 p. m. show; Bill Marlowe resigned from WBZ to become WILD's morning man, and Joe Smith was lured to WILD by Dick Clark, with an afternoon show for teen-agers.

Marlowe's slot at WBZ has been filled by Bill Clark, with an afternoon show for teen-agers.

Marlowe's slot at WBZ has been filled by Bill Givens, the station's music director, who will double as a programming exec. New general manager at WILD is Harold Siegal, long time WORL salesman.

11 NEW LABELS JOIN PARADE

NEW YORK — Eleven labels joined the label parade this week. Here are their names and addresses of new executives: B & B Records, 5054 Western Hills Avenue, Cincinnati 38, O.; Decca Records, 690 Beaman Street, Clinton, N. C.; Disc-o-Records, 4278 North Hazel Street, Chicago 13, Ill.; Hillary Records, Anderson Blvd 11, Long Beach 2, Calif.; Vestura Boulevard, Studio City, Calif.; Interior Records, Suite 8-A, 118 West 79th Street, New York 24, N. Y.; Jewel Records, 106 Kirkman Drive, S. E., Albuquerque, N. M.; Oro Records, 122 John Muir Court, Modesto, Calif.; Parkway Records, care of Cameo Records, 1405 Locust Street, Philadelphia, Pa.; Play Records, KTW Radio, Cleveland, O.; Punch Records, care of Mill Grant, Raleigh Hill, Tenn.; WTTV-TV, Washington, D. C.; Wanderlust Records, care of Gordon J. Vandenberg, P. O. Box 1725, Hollywood 28, Calif.

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★ SCRAMBLER RIBBONS
★ FROM PERLEY COMBS'S album "When You Come to the End of the Road" RCA Victor Records #1058
★ THE KINGSTON TRIO on Capitol Records #9-3710
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DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, The Billboard's Milwaukee correspondent, reports the following news on strong distributors in that city: Holiday business began kicking off at a strong pace after Thanksgiving, but the fall volume was slightly under expectations on the whole. A big bash was held at the Schroeder Hotel to herald the debut of Capitol Records' "The Excitement" and the excellent new release, a heavy turnout of dealers, juke box ops and deejays. Top item at Garmia, according to manager Johnny O'Brien, are "The Teen Commandments" by Paul Anka, George Hamilton, IV and Johnny Nash on ABC-Parade and "Tummy Hot" by Cozy Cole on Mercury. Tom Kalesjak Wajer has been added to the new distributor's sales staff. "The Kingston Trio" LP and their single "Tom Dooley" are racking up big volume for Capitol Records, note Rob Thompson. "That Old Black Magic" by Ray Charles and Louis Prima is also hot. Don Thornton of Mercury records reports that their top records are "Smoke Gets in Your Eyes" by the Platters, "Big Boy's Wedding" by Big Boypper and "The Wedding" by June Valli. There are also mentions good sales for "Lollipop" to Lipstick" by Laura Leslie on Hanover, Decca promotion man Ken Wendel claims strong activity on the "Tommy Dorsey in Hi-Fi" LP. Decca singles that are moving well include "This Is Beef" by Malcolm Decca and "Secret Love" by Caterina Valente. "Heart Beat" by Buddy Holly on Coral is also hot. Harold Reina of Taylor Electric Company, RCA Victor distributor, lists Neil Sedaka, "The Diary" among his top sellers. Numerous deejay contests are stimulating interest in the town. Jerry Pulodis has joined the firm as a salesman. Distributor Sherkow put on a two-week anti-substituting for c/w, deejay Carley Williams on WML. Sherkow mentions that Erny Herndon's "Hustle in Mosh" (Parts I & II) are going strongly on both disks and tape. Ray Mack has shifted to a sales spot with Slerco Distributing Corporation. Don Smith, Records Unlimited, Inc., lists a host of good sellers. Topping his list are "Lovers Gotta Love" by Erny Herndon on Imperial Records, "You're So Fine, S. A." by the Nu Tornado on Carlton and "Goodbye Baby" by Jack Scott on Carlton.

NOTES IN THE MAIL: Ted Kellum of Mamel Distributors in Philadelphia writes that Cameo is swinging with "Rock-a-Conga" by the Applejacks and "Sing, Sing, Sing" by the Bernie Lowe Ork. Carlton has hot noses with "Philadelphia, U. S. A." by the Nu Tornado and "Goodbye Baby" by Jack Scott. United Artists is moving "The Party" by Erny Herndon, "Hustle in Mosh, Nightgown" by Gerry Mulligan's Jazz Combo and the two sound tracks of "I Want to Live." Top Imperial records are "Lonesome Feeling" b/w "I Got a Feeling" by Ricky Nelson and "Whole Lotta Love" by Fat Bottomed Kings. Strong items are "Early in the Morning" by Little Richard, "Hiccups" by Roddy Jackson and "Peaches and Cream" by Larry Williams. Epic is hot with "The World Outside" by the Four Coins, "Shoe Shine" by the Four Coins, "I'm a Fool" by the Four Coins, "I'm a Fool" by Roy Hamilton and "I Go" by Coby Dixon. Savoy is still selling "It Don't Hurt No More" by Nappy Brown. Other good Savoy sellers are "Somebody Bigger Than You and I" by Jimmy Jones and "Shoppers" by Frank Lucas. Records has a big one with Dion & Belmonts' "Don't Put Me."

Phil Markman of Mamel of Maryland in Baltimore sends word that Epic is still headlining sales with "Pledging My Love" by Roy Hamilton and "The World Outside" by the Four Coins. Epic stereo LP sales are also big. United Artists' "Maybe You'll Be There" by Lee Andrews and the Hearts is getting heavy air play, and sales are good. The label's new jazz LP's are moving well. Mamel recently acquired Fratruity, which has a big platter in All-American Ray by Bill Parsons. "The Trial" by Jerry Fields and the Philadelphia Lawyers looks like a sure hit for Parkway. Strongest albums are "Have Band, Will Travel" by Lester Lamin on Epic, "With All My Love" by Roy Hamilton on Epic, "The Back of The Vikings" and "The Gift of the Magi" by Sally Ann Hoves.

BRIEFS: Fanfare Record Distributors, formerly of Oakland, are now located at 270 8th St., San Francisco. The firm's top platters are "Just a Dream" by Jimmy Canton, "Letter to an Angel" b/w "A Day in the Life" by the Beatles, "The Young Man" by the Four Tops, "Well, It'll Be John Brown" by Huey Smith on Ace, "This Is It" by Solomon Burke on Apollo and "Wicked Ruby" by Danny Zella on Fox.

ROULETTE RAMBLINGS: Latest newsletter from Roulette lists the following activity with their distributors: Lou Leventhal of C & C Distributors in Seattle reports that it will be a big holiday season in his area due to the success of "Beep Beep" by the Playmates, "You're a Big Boy" by Tim Rodgers and "Why I Cry" by Buddy Knox. There has been great dealer acceptance to Roulette's "Christmas Stocking Plan" which offers two stereo LP's free for every 18 purchased and one stereo distributor LP for every 40 purchased. The company is also offering the label's December LP release, Pete Garris, Tico Distributors in New York, is singing the praises of "Wedding Bells" by Tiny Tim and the Hits, which took off in Harlem and is now catching on in the metropolitan area. "Wish I Were Tied to You" is gaining.

Hazy Finer of Universal Record Distributors in Philadelphia names "Dancing by Rhythm Valsens on Del Fi as one of his top items. Also moving are "16 Candles" by Gene Coed, "To Know Him Is to Love Him" by the Teddy Bears on Dore, "Cannon Ball" by Duane Eddy on Jamie, "Tomorrow" by Donnie Owens on Guyden and "Cha Cha Cha" by the Playmates on Guyden. Top LP's are "Ahmad Jamal" by Jamal, "Organ Chimes" by Robert Rheims on Rheims and "Dance Easy" by J. Javies.

EIA COMMITTEE TO SET STEREOCAST STANDARDS

WASHINGTON — A National Stereocasting Radio Committee has been set up by the Electronic Industry Association with authorization to develop a set of standards for stereo radio broadcast. The EIA standards will be submitted to the Federal Communications Commission.

The committee was authorized by the EIA board during a five-day industry association conference at the Roosevelt Hotel in New York, N. Y. (Dec. 1-5). Dr. W. R. C. Baker, Director of Engineering Department, presented the plan for the national stereo standards.

Aim of the committee will be to establish broadcast stereo standards which will be most economical to the public; will permit full compatibility; to the extent economically feasible; that is, all reasonable systems of multiplexing plus regular FM transmission.

A steering committee, comprising W. D. Kilpatrick, chairman, Hubert Long, Wesley Rose and Mao Wiseman, is presently directing CMA operations until the appointment of an executive secretary.

A board of directors and officers meeting is scheduled for Saturday and Sunday, January 10-11, at the Heritage Hotel here, to complete organizational plans and project 1959 activities of the CMA. Various committees will be appointed by the board of directors at the meeting. It is also expected that the board will announce the appointment of an executive secretary at the close of the January 11 meeting.

Chess Freres Buy WTAAC, ABC Affiliate

CHICAGO—Leonard and Phil Chess, mallofs of Chess and Checker Records, have bought WTAAC, an ABC radio affiliate in Chicago, for a reported \$275,000. They immediately announced appointment of a general manager, Dave Croninger, who has been program director of WIND, Chicago.

WIND replaced Croninger with Don Quinn, vet announcer and deejay.

'Chipmunk'

Continued from page 3
meets. Monarch set its production (including Alco and Ralph's) was close to the million mark. An RCA Victor plant exec said that its diamond-plate plant alone has produced over a million while the three Victor factories issued a combined production of close to two million.

GERMANS DIG MITCHELL 1 MIL

NEW YORK — Mitch Miller's recording of "The Bridge on the River Kwai" became the first record to sell a million copies in Germany, according to Philips, German officials. In honor of the occasion Philips pres. represented Mitch Miller with plaque at the regional Columbia Records district managers meeting held last week at the Savoy Hilton Hotel here.

SONGWriters - PUBLISHERS
Professional demo. 1/2" Variable tone, 7-10 Instrumental Vinyl Group.
Printed 10755 Type & Disc Size
SAMPLE LP RECORD—\$1.00 (one dollar)
Sample a 12-inch 33 1/2 LP containing 11 complete songs (actual amount featuring songs) for \$1.00. Includes 100% of the royalties. All these instruments for \$1.00 each per copy. Guitar, Sax, Piano, Steel Drum, Violin, Clarinet, Trombone, Trumpet, Drums, Bass, etc.
P&H INFO DEMONSTRATION RECORD COMPANY Box 4, Bklyn, N.Y. 11218

will be open to qualified engineers whether or not they are members of EIA.

Baker says development of stereo radio transmission standards will mean new business for electronics in the consumer products field. He said NSRC would operate similarly to the two National TV Systems Committees which brought about accord in TV and color TV transmission standards.

C&W Org Sets Up Own Shop

NASHVILLE — The newly formed Country Music Association last week moved into its own offices at 604 Exchange Building here, with Mrs. Jo Walker appointed office manager.

A steering committee, comprising W. D. Kilpatrick, chairman, Hubert Long, Wesley Rose and Mao Wiseman, is presently directing CMA operations until the appointment of an executive secretary.

A board of directors and officers meeting is scheduled for Saturday and Sunday, January 10-11, at the Heritage Hotel here, to complete organizational plans and project 1959 activities of the CMA. Various committees will be appointed by the board of directors at the meeting. It is also expected that the board will announce the appointment of an executive secretary at the close of the January 11 meeting.

GREAT

GO CHASE A MOONBEAM
Jerry Vale Columbia 4-1328

GREAT SOMEBODY
GOD'S CHRISTMAS TREE
The Southwest High School Choir
G. B. Davis, Director Columbia 4-1296

EACH TIME YOU KISS ME
THE BOX
The Four Voices Columbia 4-1291

MUSIC PUBLISHERS
HOLDING CORPORATION

New Banditions
of Great Standards—
★ MA, He's Making Eyes of Me
SHIRLEY FORDWOOD #2
★ CARAVAN
—Parts I & II
from COZY COLS on #1023
★ CORINNE, CORINNA
BILL HALEY and the COMETS on
Decca Records #9-30781
MILLS MUSIC, INC.

A Solid Hit!
THERE GOES MY HEART
LEO FEIST, INC.

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THANKS!

Jackie
Gleason



P.S.: LATEST CAPITOL RELEASES:

"REBOUND"—"RIFF-JAZZ"

W-1076

W-1020

music-record programing guide

featuring the results
of the national
Disk Jockey Survey

EDITORIAL

An Educational Role

Maturity and growth entail obligation and responsibility. A thoughtful perusal of this disk jockey section cannot but impress the knowledgeable reader with the fact that the jockey, in matters of musical taste, has matured. His favorite artists, his favorite types of music, indicate a sophistication far beyond the range of his listeners.

This is as it should be, as the teacher is expected to know more than his disciples. It naturally follows that the jockey's knowledge of what is good in jazz, in pop, in classical, his knowledge of what constitutes good recording technique and engineering gradually raises the level of musical America. His obligation and responsibility, therefore, is a very real one. He is not only the chief level of song and record promotion, but also an arbiter of taste. While heeding the requirements of his listeners, he also subtly improves the general level of musical discernment. This educational function is a dominant one.

Requirements for 1959

A glance at this disk jockey section will also reveal additional features whereby The Billboard provides the jockey with more information in keeping with his expanded horizon. This is apparent not only in the range of story material, but also in the more elaborately developed chart features. The charts, for instance, in addition to listing jockeys' favorites, contain artists' personal managers and booking agencies—information desired by many knowing jocks who feel that agents and managers contribute to an artist's activity and success in the record field. This information, too, will be helpful in those deejays setting up record hops, shows and tie-ups. Too, it provides a deejay with more complete information, just as do the stories accompanying each chart. These accompanying stories analyze trends, cite reasons for same, etc.

Such additional features mirror this tradepaper's increasing attention to the jockey's needs, and such emphasis is increasingly evident in normal weekly issues. All of us, it would appear, have expanded responsibilities, common goals and a sense of high seriousness.

Let us all implement our obligations and responsibilities to make the coming year a great one for music, records, for the broadcaster and all the segments of our business. There is no better resolution for 1959.

Paul Ackerman
Music-Radio-TV Editor

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29 DISKERIES WIN

Capitol Is Hottest Label in Latest Deejay Polling

Capitol artists rank highest with the disk jockeys, according to The Billboard's 11th Annual Record Artists' Popularity Poll, which shows 17 Capitol artists in a group of 84 winners. Runner-up was Columbia with 12, while RCA Victor was third with seven.

Capitol also has more artists in Top Three places on each chart. Eleven Capitol performers placed among the first three winners on the various charts, two of them, Sinatra and Jonah Jones, scoring twice.

The West Coast label had seven No. 1 winners—favorite male singer, Sinatra's favorite band, Les Brown; favorite instrumental group, George Shearing; favorite singing group, Four Freshmen; most promising singing group, Kingston 3; most promising instrumental group, Jonah Jones; favorite LP, Sinatra's "Come Fly With Me."

Other Capitol artists making second or third positions on the various charts were Ray Anthony, Peggy Lee, Keely Smith, Nat Cole and the Four Tops; most promising instrumental group, Les Brown; Sinatra's "Come Fly With Me"; Sinatra's "All the Way" and "Sm. Success." Four of the top 10 EPs were by Capitol artists (two by Cole and one each by Dakota Staton and Sinatra).

Oddly enough Capitol didn't place any artists among the most promising male singers or the most promising bands. However, the label dominated the favorite band charts, with Brown, Anthony (No. 1 and 2 respectively), Kenton, and Riddle on the list.

Capitol also was in the majority on the deejay's favorite LP, EP and single charts. The label's most five disks on the top 10 favorite singles list—Kingston Trio's "Tom Dooley," Peggy Lee's "Fever," Dean Martin's "Volare" and two by Sinatra—"All the Way" and "Sm. Success." Four of the top 10 EPs were by Capitol artists (two by Cole and one each by Dakota Staton and Sinatra).

Sinatra's Twin Win
Sinatra also held down the first two places on the favorite LP chart with "Come Fly With Me" and "Only the Lonely." Also placing on the LP chart for Capitol were the Broadway original-cast album "The Music Man" and a Jonah Jones package.

Capitol has been one of the most disk jockey-conscious labels in the field since its inception. The company was handing out free records to jocks at a time when many of the other labels frowned on the idea, and it was among the first—if not the first—to provide deejays with an LP reviewer kit, featuring outstanding sides from Capitol LP's.

Deejays are deemed of such importance that in addition to its regular promotion men all of Capitol's salesmen on the distributor

level are expected to work on deejay promotion as well as sales. The label strives to establish "personal contact" between its artists and jocks across the country, and, a spokesman for the label said, on-the-air interviews are "secondary to personal meetings."

Columbia, RCA Victor—Columbia, another label eminently deejay-conscious these days, walked off with two first places—Doris Day, favorite female singer, and Johnny Mathis, most promising male singer. Other Columbia artists scoring in the top three spots on various charts were Ray Conniff, Kirby Stone and the Four Lads.

Columbia dominated the favoring singing group chart with the Four Lads, the Hi-Los and Kirby Stone making the top 10. On the LP chart appeared the following Columbia names—Mitch Miller's "Sing Along With Mitch" album, Johnny Mathis' "Swing Softly" and two Connie Francis albums. Also scoring for M-G-M were Joni James' "Tommy Edwards and Dick Hyman."

RCA Victor chalked up four entries among the top three winners: Elvis Presley's "King Creole" EP was the deejay's favorite EP, while Perry Como placed second in the

favorite male singer poll, the Three Suns were No. 3 on the favorite instrumental group chart, and the Ames Brothers were No. 2 on the favorite singing group list.

Other Victor artists showing up on the charts were Esquivel, Dinah Shore and Eddie Fisher. On the favorite singles chart, Victor was represented by Perez Prado's "Patricia," tied for No. 4.

Showing up with five artists on the various charts was Mercury Records. Mercury artists making the lists included the Platters, the Diamonds, Ernestine Anderson, Gus Bivona and Patti Page (No. 2 favorite female singer).

Tied with four artists each on the charts were ABC-Paramount and M-G-M Records. The former label was represented by Eydie Gorme, Johnny Nash, the MC5s and the Poni Tails. M-G-M won No. 1 most promising female singer honors with Connie Francis. Also scoring for M-G-M were Joni James' "Tommy Edwards and Dick Hyman."

Dot, Coral and Decca each showed up with three artists on the charts. Dot placed among the top three winners on four charts. Billy Vaughn was No. 3 on both the most promising and favorite

(Continued on page 59)

NEW FACES?

What's New?

One of the most important functions of an industry survey such as The Billboard's Annual Record Artists' Popularity Poll is to throw the spotlight on the newer talent emerging and standing on the threshold of established stardom. While this function is one of the survey's most important objectives, it's also one of the most perplexing and difficult to achieve with crystal-clear accuracy.

The problem arises from the simple fact that disk jockey respondents to the survey have their own strong ideas about whether a performer is an established star or one of the newer most promising artists. In an attempt to clarify this question to the greatest possible degree The Billboard this year introduced the section of the survey dealing with newer artists with this detailed explanation:

"In the questions which follow we ask you for your favorite among the newer artists. The term 'newer' here must obviously be used most loosely. The artist may be someone who has just started his professional career yesterday, or it may be someone who has been making steady progress for as long as four or five years. What we are attempting to determine is the artists who have not yet quite made it as full stars, but who show greatest promise in the opinion of America's jockeys of becoming lasting stars.

"Despite this attempt at clarification of the question, the poll as usual resulted in such situations as Johnny Mathis being voted No. 1 most promising male vocalist at the same time as he was voted No. 5 favorite male vocalist; Pat Boone, No. 5 most promising female vocalist; Steve Lawrence, No. 8 favorite and No. 8 most promising instrumentalist.

Girl singers, groups and other artists were also victims of this situation, to which there seems to be only one answer. An artist has just got to stay up there long enough and consistently enough for all jockeys to vote him "favorite" rather than "most promising."

Aud that takes time, it seems.

THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite male vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1	1	FRANK SINATRA, Capitol	Wm. Morris	Hank Sanicola
2	2	PERRY COMO, RCA Victor	GAC	Dee Beline
4	3	NAT KING COLE, Capitol	GAC	Carlos Gastel
3	4	PAT BOONE, Dot	GAC	Wood-Spina
5	5	JOHNNY MATHIS, Columbia	GAC	Helen Noga
—	6	DEAN MARTIN, Capitol	MCA	—
9	6	TONY BENNETT, Columbia	GAC	Mart Farber
7	8	BING CROSBY, Freelance	—	Everett Crosby
—	8	STEVE LAWRENCE, Carol	GAC	Ken Greengrass
8	10	ELVIS PRESLEY, RCA Victor	Wm. Morris	Colonel Tom Parker
6	10	EDDIE FISHER, RCA Victor	MCA	Milton Blackstone

favorite female vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
2	1	DORIS DAY, Columbia	—	Martin Melcher
1	2	PATTI PAGE, Mercury	GAC	Jack Rael
6	3	PEGGY LEE, Capitol	Wm. Morris	Jim Hines
3	4	ELLA FITZGERALD, Verve	—	Norman Granz
—	5	JONI JAMES, M-G-M	GAC	Tony Aquaviva
—	5	KEELY SMITH, Capitol	Wm. Morris-MCA	Barbara Belle
5	7	JUNE CHRISTY, Capitol	GAC	Carlos Gastel
10	8	EYDIE GORME, ABC-Paramount	GAC	Ken Greengrass
7	9	DINAH SHORE, RCA Victor	—	Henry Jaffe
8	10	JO STAFFORD, Columbia	Wm. Morris	Mike Nidorf

Slight Shifts Seen, But Top 5 Male Stars Still Lead the Pack

There is virtually no change among the deejay fraternity as to its favorites among the male singers, not even from last year, but from 1956 as well.

The top five in the current "favorite male singer" balloting by the jockeys are the same as last year. The only change was one of position, which found Nat Cole moving up from four to three spot, with Pat Boone dropping from three to four.

Among the top five of Sinatra, Como, Cole, Boone and Mathis, the first four also finished in the top four spots in 1956. Johnny Mathis, the only relatively new artist in the lot, had yet to have his first big record in '56.

Oddly enough, three of those artists who finished in the money of the "favorite" category were also named in the balloting for "most promising new male singer," the Pat Boone, Johnny Mathis and Steve Lawrence hardly qualify as new names in the field (see separate story).

Of the entire group of 10 top artists listed on the poll, the rocking artist was almost completely ignored by jockeys. Only Elvis Presley, tied with Eddie Fisher for last place, was named in the top group.

Also attesting to the loyalty of the jocks toward their favorite artists was the fact that in the top 10 this year, only two new artists appeared that were not listed last year. These were Dean Martin and Steve Lawrence.

Major labels also continued to dominate, with only one artist of the top group, Pat Boone, affiliated with a non-major. Also notable was GAC's appearance as agent for six of the top 10 acts.

Doris Day Tabbed Fem Topper; Joni, Keely Join Winner Ranks

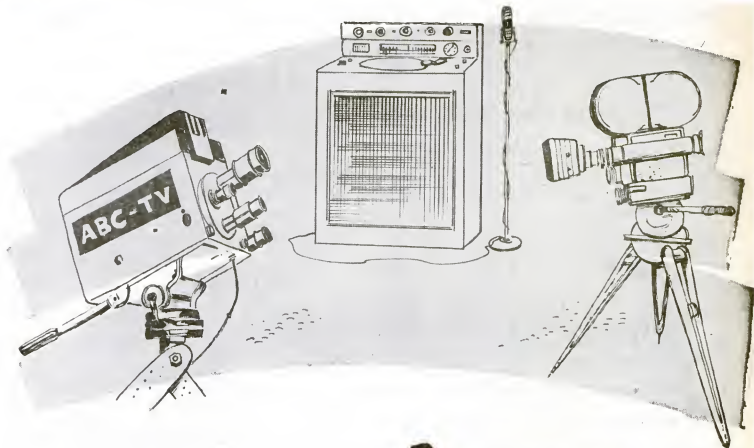
For the third year in a row, American jockeydom has left little doubt as to its girl singer favorites. In 1956 it was Doris Day and Patti Page in that order. Last year the positions were switched, while in the current voting the 1956 order was re-asserted, with Miss Day the laurels winner.

Loyalty is again seen a strong factor in the jockey voting in The Billboard poll for "favorite female artist," with eight of last year's first 10 again finishing at the top of the heap. New entries this year were Joni James and Keely Smith. Of the group of eight who showed last year, six were also named in the 1956 balloting as well.

The Eydie Gorme finished in eighth position, there is some reason to believe she could have finished higher, in view of the fact that she was also named in fifth position in the voting for "most promising female vocalist." Had the voting been concentrated in one category, her position might have been raised.

Peggy Lee's interesting rise from sixth position last year to the third spot now can likely be traced to her re-emergence this year as a hit single artist with "Fever." Also impressive was the return of Joni James to the list. Miss James currently has the hit, "There Goes My Heart." Likewise, at least part of Keely Smith's current popularity can be attributed to her current disk of "Old Black Magic," which she does with hubby, Louis Prima.

Several artists have continued to stay in the top-line of jockey favorites by dint of album activity alone. These would certainly include the gal who has been often called the singer's singer, Ella Fitzgerald, and June Christy. Dinah Shore and Jo Stafford both have been rather cool on disks, singles or albums, but they both continue to enjoy strong jockey loyalty.



Thanks DJs
for your help in keeping me in orbit!

Pat

Exclusively

Dot

Personal Management
Randy Wood-Jack Spina
6 West 57th Street
New York City, New York

Booking



This One



UB9D-GE5-04HQ

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thanks
for
all
those
spins



perry como

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 **GENERAL ARTISTS CORPORATION**
 Division
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"MAY YOU ALWAYS"*

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CORAL
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*Our sincere
thanks—
Chris,
Phyllis,
Dottie*

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Thanks, D.J.'s
for all the
Hits

Frank Sinatra

current singles
"MR. SUCCESS"

theme song from the MGM Picture
"SOME CAME RUNNING"
"TO LOVE AND BE LOVED"

current album
"ONLY THE LONELY"



SOLD OUT!

MIKE NICHOLS

about the album the material within is a collection of words and music completely improvised at the recording session. pianist marty rubenstein played varied sorts of music that suggested different moods and nichols and may would spontaneously create a scene to fit each. occasionally the briefest germ of an idea would be suggested beforehand (e.g. "maybe you could be a boss and his secretary in a cocktail lounge"), but there were no scripts, no rehearsals, and nothing was planned beforehand.

that such a demanding idea could be carried off successfully will be no surprise to those who have seen nichols and may perform



& ELAINE MAY

at some of the country's top supper clubs, their ability to improvise entire skits around opening and closing lines suggested by the audience is one of the most-requested portions of their act.

about the artists mike nichols is not a member of the actors studio, which has produced such stars as marlon brando, julie harris, ben gazara, era marie saint, carroll baker, and others too numerous to mention. he has never toured with mr. robbins and has never appeared on such television programs as the goodyear playhouse and the kraft theatre. miss may does not exist.

IMPROVISATIONS TO MUSIC



Mercury MG 20376

* Yes, even before the official release date of Dec. 15, initial distributor shipments were completely sold out immediately! Back orders are being filled NOW...so rush your order for the NEW HIT album, Improvisations To Music - MG 20376



THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite singing group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
	1	FOUR FRESHMEN, Capitol	GAC	William Wagner
4	2	AMES BROTHERS, RCA Victor		Bill Ficks
3	3	FOUR LADS, Columbia	GAC	Mike Stewart
2	4	HI-LO'S, Columbia	MCA	Gabbe, Lutz, Heller & Loeb
5	5	FOUR ACES, Decca	GAC	Durgam-Katz
6	6	McGUIRE SISTERS, Coral	Wm. Marris	Murray Kane
7	7	PLATTERS, Mercury	Assoc. Booking	Buck Ram
	8	KIRBY STONE FOUR, Columbia	GAC	George Grief
	8	KINGSTON TRIO, Capitol	Saphier	Art Rush
9	10	MILLS BROTHERS, Dot	GAC	Arthur Lake

Four Freshmen Get 'Cum Laude' Rating Among Singing Groups

The list of 10 favorite singing groups as chosen by deejays in this year's poll includes exponents of the new and old and the modern and the mainstream. The Four Freshmen, prime exponents of progressive vocal harmony, and a repeat as first-place winners, had several hot albums this year, but no hit singles. The Ames Brothers moved up from fourth position in last year's poll via their several hit recordings this year, particularly "Fussy Cat." The Four Lads, again in third place, have also been registering well in the singles field.

New additions to this year's list include the Kirby Stone IV, whose night club and TV appearances plus several smart singles gained them attention. The Kingston Trio via "Tom Dooley," a hit single, also won a berth among the top 10. (See separate story covering artists placing in one or more polls.) The McGuire Sisters, repeaters from last year, are the only girl group among the top 10. The Hi-Lo's, also proponents of the modern, repeat from last year. The Platters and perennial favorites, the Mills Brothers, complete the lists indicating a wide variance in styles among the top 10 favorite jockey groups.

favorite instrumental group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
	1	GEORGE SHEARING QUINTET, Capitol	Assoc. Booking	Jahn Levy
	2	JONAH JONES QUARTET, Capitol		Sam Berke
	3	THREE SUNS, RCA Victor	GAC	Al Nevins
	4	AHMAD JAMAL TRIO, Argo	MCA	John Levy
	5	CHAMPS, Challenge	GAC	Joe Johnson
	6	ART VAN DAMME QUINTET, Columbia		
	7	DAVE BRUBECK QUARTET, Columbia	Assoc. Booking	Mart Lewis
	8	DICK HYMAN TRIO, M-G-M		
	9	BILLY VAUGHN, Dot		
	10	NORMAN PETTY TRIO, Nar-Va-Jak-Coral-Columbia	Assoc. Booking	Mike Stewart

Three Newcomer Groups in Top 10 'Favorite Instrumental' Lists

The Favorite Instrumental Groups listing is notable in that three of the top five groups this year, Jonah Jones, the Ahmad Jamal Trio and the Champs, were not even in the top 10 last year.

Also interesting is the wide variety of small groups listed this year ranging from the jazz stylings of George Shearing, Ahmad Jamal, Dave Brubeck and the Art Van Damme combo, to the out-and-out rock and roll styling of the Champs, and the pop work of Jonah Jones, the Three Suns, Dick Hyman, Billy Vaughn and Norman Petty.

Biggest drop this year was by the Dave Brubeck group, which finished first last year and in seventh place this year. George Shearing in the No. 1 position and the Three Suns in No. 3 indicate the staying power of both combos, since both Shearing and the Suns have been active on the musical scene for many years. Jonah Jones and the Ahmad Jamal groups zoomed to popularity as the result of a string of hit albums on Capitol and Argo respectively.

favorite band

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
3	1	LES BROWN, Capitol	Assoc. Booking	Don Kramer
2	2	RAY ANTHONY, Capitol	GAC	Fred Benson
	3	BILLY VAUGHN, Dot		
	4	COUNT BASIE, Roulette	W. Alexander	
1	4	LES ELGART, Columbia	GAC	Paul Brown
7	6	STAN KENTON, Capitol	GAC	Bob Allison
	7	TOMMY DORSEY, (WARREN COVINGTON), Decca	W. Alexander	Ben Altman
	8	TED HEATH, London	W. Alexander (U.S.)	
	9	NELSON RIDDLE, Capitol		Charles A. Brown
5	10	RAY CONNIFF, Columbia		

Veteran Bands Finish Strongly As DJ Favorites in '58 Poll

Three veteran orks captured the No. 1, 2 and 4 slots in the Favorite Band poll this year. The Les Brown ork took the top slot, the Ray Anthony band positioned No. 2, and the Count Basie crew, which didn't even make the top 10 last year, moved into slot No. 4.

Surprisingly, the Les Elgart band, which finished first last year, slid to No. 5 this time. On the strength of a lot of hit records ("Sail Along Silvery Moon," "Tumbling Tumbleweed," etc.) the Billy Vaughn crew finished third.

The Stan Kenton band, Nelson Riddle's ork and Ray Conniff's crew, all on the top 10 last year, stayed close to last year's positions. The hit single, "Tea for Two Cha Cha," made by the new Tommy Dorsey band under Warren Covington, helped the T.D. crew jump into seventh position on the band poll chart.

Ted Heath's American tour, with its attendant publicity, jockey visits, etc., undoubtedly made this fine English band one of the U. S. jockey favorites. It is interesting to note that all but two of the favorite bands (Conniff and Riddle) in this year's list are traveling orks.

DORIS DAY

*Thank You, Gentlemen,
I'm very Honored
and very Grateful*

Doris

We take this opportunity
to wish all of our friends
A Happy and Harmonious
Holiday Season
and
New Year

Doris and Marty Melcher



HOW GREAT, INDEED, HAVE BEEN
THE CHANGES IN OUR WORLD
AND WAY OF LIFE SINCE THE FIRST
CHRISTMAS CAROLS WERE SUNG.

YET, THE SONGS POURING FORTH
FROM THE HEARTS OF MEN
SINGING TOGETHER STILL CARRY THE
SAME FERVENT PRAYER FOR PEACE,
BROTHERHOOD AND THE GOOD
WAY OF LIFE FOR ALL.

Nitch Miller

"Thanks"
To My
Great Trio!

AFTER
HOURS
Col. CL-660

AFTER HOURS
AT THE
LONDON
HOUSE
Mer. MG 20283

AT THE
BLUE NOTE
Mer. MG 20294

AT MISTER
KELLY'S
Mer. MG 20326

THE BEST OF
IRVING BERLIN
(Sassy with
Billy Eckstine)
Mer. MG 20216

CONCERT
WITH SARAH
VAUGHAN
Concord 3018

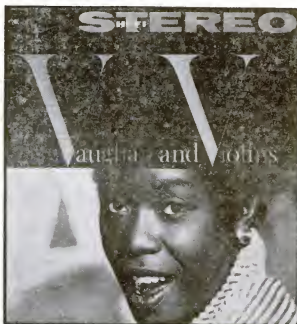
GREAT SONGS
FROM
HIT SHOWS
Mer. MGP-2-100
or
Vol. I—Mer. MG 20244
Vol. II—Mer. MG-20245

SARAH
VAUGHAN
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OF HI FI
Mer. MG 30058

IN A
ROMANTIC
MOOD
Mer. MG 20223

*the
divine....*

SARAH VAUGHAN



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*Thanks for making yourselves
comfortable (and we hope your
listeners, too) with my Mercury
singles and my Long Play
records, too.*

*Sincerely,
Sassy*

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FAVORITES
Mer.-Wing MG 12123

WONDERFUL
SARAH
Mer. MG 20219

SWINGIN'
EASY
Emarcy MG 36109

SARAH
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GEORGE
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SARAH
VAUGHAN
Rondo 102

SARAH
VAUGHAN
IN HI FI
Col. CL-745

SASSY
Emarcy MG 36009



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"CHA CHA POLKA"

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"OUTER SPACE SANTA"

b/w

"ALL AROUND THE MERRY
CHRISTMAS TREE"

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Disk Jockeys**

Sam Cooke

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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

most promising male vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
	1	JOHNNY MATHIS, Columbia	GAC	Helen Noga
5	2	JIMMIE RODGERS, Roulette	GAC	Gobbe, Lutz, Heller & Laeb
-	3	TOMMY EDWARDS, M-G-M	Wm. Marris	Harry Steinman
-	4	JOHNNY NASH, ABC-Paramount	Wm. Marris	Peter Dean
-	5	PAT BOONE, Dot	GAC	Wood-Spina
-	5	EARL GRANT, Decca	Wm. Marris	Mickey Goldsen
4	7	RICKY NELSON, Imperial-Verve	-	Ozzie Nelson
-	8	STEVE LAWRENCE, Coral	GAC	Ken Greengrass
-	9	ANDY WILLIAMS, Cadence	GAC	-
-	10	BOBBY DARIN, Atco	GAC	Csida-Green-Burton

Boone, Mathis, Ricky Nelson as Newcomers (Huh?) Say the Jocks

Various interesting aspects of the balloting by America's disk jockeys for their selection of the most promising new male singer somewhat defy analysis.

For example, among those artists named this year, such acts as Pat Boone, Johnny Mathis, Jimmie Rodgers and Ricky Nelson show prominently. Yet many traders would hesitate to name established artists such as these as "promising" and "on their way up."

Then, too, Mathis, Nelson and Rodgers were also named last year as "promising new artists." Apparently, in the view of some jockeys, these artists have yet to really consolidate themselves in a position of having arrived.

Also notable and perhaps more easily explained in the light of current general tastes is the fact that among the jocks' 10 top selections, only three could be considered rockers. These would be Ricky Nelson, Bobby Darin and Earl Grant. Darin, on the other hand, has shown equal adeptness with straight ballad singing and Grant, primarily an organist, gets the rocker tag on the basis of his one hit disk, "The End."

This compares with at least seven in the rocking category out of 10 named by the jockeys in the 1957 poll.

Label-wise, the majors were represented sparsely among the new talent group. Aside from Johnny Mathis on Columbia, Earl Grant on Decca and Steve Lawrence on Decca's subsidiary, Coral, all acts cut for indie outfits.

The General Artist Corporation again takes the honors, with six of the top 10 artists in its fold. William Morris books three others.

most promising female vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
-	1	CONNIE FRANCIS, M-G-M	GAC	George Scheck
-	2	KEELY SMITH, Capital	Wm. Marris-MCA	Barbara Belle
-	3	KATHY LINDEN, Felsted	Wm. Marris	Joe Leahy
2	4	JANE MORGAN, Kapp	MCA-GAC	John Greenhut
-	5	EYDIE GORME, ABC-Paramount	GAC	Ken Greengrass
6	6	BETTY JOHNSON, Atlantic	GAC	Csida-Green-Burton
5	7	SUE RANEY, Capital	MCA	Pierre Cossette
-	8	ERNESTINE ANDERSON, Mercury	W. Alexander	John Levy
-	9	VALERIE CARR, Roulette	Shaw Artists	George Treadwell
-	9	DAKOTA STATON, Capital	Shaw Artists	John Levy

Hot Singles Help Boost Trio of Thrushes to 'Promising' Fem List

The girls finishing in the top four spots in the balloting for "most promising new female singers" by America's deejays got there largely by dint of one or more hot singles during the past year. Of these, the first three have not been mentioned in previous pollings.

Connie Francis, winner in the voting category, had actually been on the scene for several seasons when her first big hit "Who's Sorry Now" broke thru during the past year. Then it was a succession of four additional hits which helped endear her to the hearts of the jocks.

Keely Smith, too, had been known, but her recent single disk of "Old Black Magic" (with Louis Prima) moved her into the charmed circle. Kathy Linden, a complete newcomer in the past year, moved into the limelight with her Wee Bonnie Baker type stylings, particularly on "Billy."

Fourth-place winner, Jane Morgan, something of a veteran on the night club and international scene, continued in the "most promising" category with several strong follow-ups this year to her first big hit, "Fascination," which won her a second place last year.

Betty Johnson finished in sixth position in the "most promising" voting both last year and again in 1958 due to a regular flow of solid disk performances, particularly "The Little Blue Man." On the other hand, Sue Raney, another finisher in both the '57 and '58 polls, is mentioned strictly on the basis of potential. Miss Raney has yet to achieve hitdom with a disk.

Valerie Carr, in eighth spot, developed a considerable following with her Roulette disk of "When the Boys Talk About the Girls." Dakota Staton, on the other hand, has won her acclaim strictly on the basis of albums, with several showing in the best seller list. Ernestine Anderson, too, has made her first impression with her Sweden-made album, "Hot Cargo."

That Fascination Girl...

*Thank you for
everything -
Jane Morgan*



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thanks
DJs
for your
support—
you've
helped
make
1958
a great
year
—George



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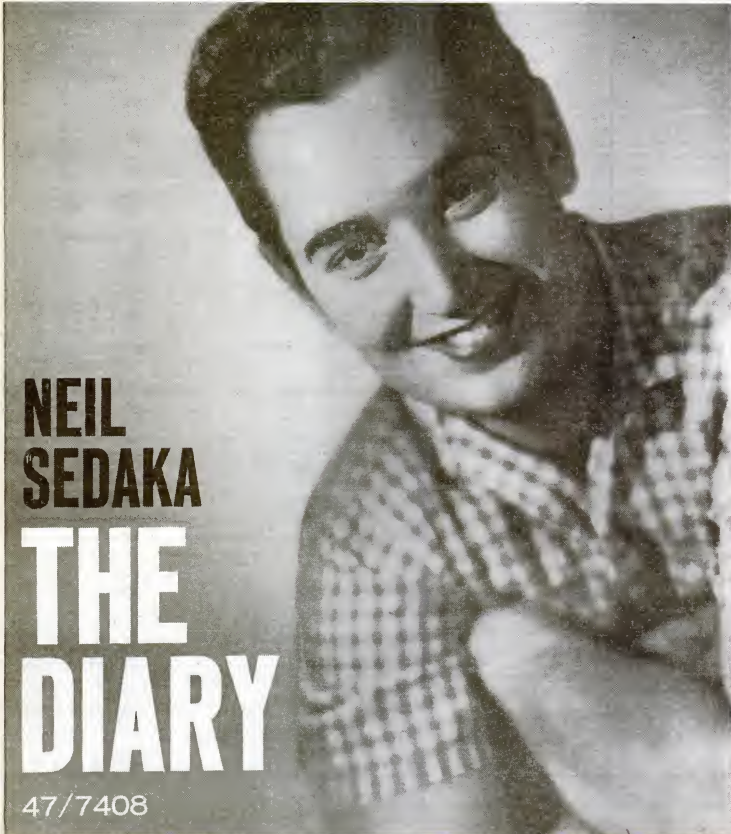
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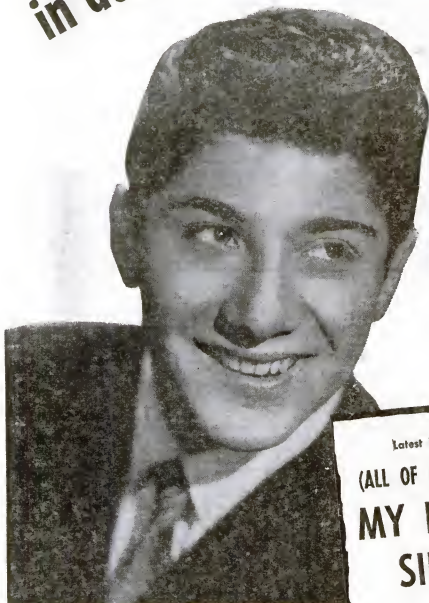
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SINGS**

b/w

THAT'S LOVE

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*Season's Greetings and
many thanks for everything*

Paul

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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

most promising singing group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
—	1	KINGSTON TRIO, CapitolSophierArt Rush
—	2	KIRBY STONE FOUR, ColumbiaGACGeorge Grief
7	3	FOUR PREPS, CapitolWm. MorrisMel Schauer
1	4	AXIDENTALS, ABC-ParamountAssoc. BookingNorton Wais
—	5	FOUR ESQUIRES, ParisGACJack Gold
—	6	PLAYMATES, RouletteWm. MorrisGobbe, Lutz, Heller & Loeb
—	7	FOUR COINS, EpicGACDonny Kessler
—	8	PONI TAILS, ABC-ParamountGACTim Ilius
—	9	DIAMONDS, MercuryGAC
—	9	EVERLY BROTHERS, CodenceGACWesley Rose

Folk-Flavored Kingston Trio Hits Jackpot as 'New Singing Group'

The Kingston Trio, a versatile new group, copped first-place honors among newer singing groups in The Billboard's annual disk jockey poll. The folk-based trio hit the top position on the charts with "Tom Dooley," their first effort.

The Kirby Stone IV, also they did not produce a hit single, placed second. They are also newcomers to the list. Third-place winners were the Four Preps, who moved up from seventh place on last year's list. The group had several hit platters this year. Their big one was "26 Miles."

Last year's poll included three fern groups. This year the Ponitails were the only girl group to place among the top 10. The Axidentals, in fourth place, are the only group to carry over from last year. This group was also dormant in both singles and LP fields.

The Four Esquires, the Playmates, the Four Coins, the Diamonds and the Everly Brothers are new additions. All of these groups have had one or more best selling singles this year.

Missing from last year's tally are the Crickets, the Bobbettes, the Anita Kerr Singers, the King Sisters, the Rover Boys and the Hawkeyes.

most promising instrumental group

POS.	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1.	JONAH JONES, CapitolSom Berke
2.	AHMAD JAMAL, ArgoMCAJohn Levy
3.	CHAMPS, ChallengeGACJoe Johnson
4.	DUANE EDDY, JemieGACAl Wilde
5.	COZY COLE, LoveChauncey Olmon
6.	KIRBY STONE FOUR, ColumbiaGACGeorge Grief
7.	KINGSMEN, East-WestJack Howard
8.	DUKES OF DIXIELAND, Audio FidelityAssoc. BookingJoe Deloney
9.	THE ORIGINALS, Jackpot
9.	APPLEJACKS, ComeoJolly Joyce
9.	MODERN JAZZ QUARTET, AtlanticVariousMonte Kay

Jazz No 'Jonah' to Jones as He Hits New Instrumental Ranking

This was the year of Jonah Jones and his quartet. He turned out three hot albums for Capitol, including "Swinging on Broadway," "Mated Jazz" and "Jumpin' With Jonah," and they were hits with both jazz and pop fans.

Ahmad Jamal also came thru with two solid sellers this year for Argo Records, including "But Not for Me" and one simply titled "Ahmad Jamal."

Of the other new small groups picked by jocks this year six made their name or re-made their name via hit single diskings, including the Champs, Diane Eddy, the Kingmen, the Applejacks, the Originals and the Kirby Stone Four, altho the latter also came thru with a hot album.

Of interest to deejays is the fact that the first record made by the Kingmen, "Weekend," was actually recorded by a well-known hit-making combo under a pseudonym. As for the Dukes of Dixieland and the Modern Jazz Quartet, these two groups are perennial favorites, but they indicate that both good Dixieland and good cool jazz interest jockeys. All of the new instrumental groups voted as "comers" by the jocks record for different labels.

most promising band

POS.	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1.	TOMMY DORSEY (WARREN COVINGTON), DeccaW. AlexanderBen Altman
2.	RAY CONNIFF, Columbia
3.	BILLY VAUGHN, Dot
4.	GUS BIVONA, Mercury
5.	PEREZ PRADO, RCA VictorMCAMiquel Boco
6.	JACK KANE, CoralGACKen Greengross
7.	LES ELGART, ColumbiaMCAPaul Brown
8.	ESQUIVEL, RCA VictorGAC
9.	RAYMOND LEFEBRE, Kopp
10.	LESTER LANIN, EpicGACLonin Asso.

Everything From Latin Crews to Dixielanders Among 'New' Bands

Some of the most interesting choices of the entire disk jockey poll shows up in the voting on the most promising new bands by the jocks.

All types of new orks made the top 10, including the new Tommy Dorsey crew under Warren Covington (which also finished way up in the Favorite Bands poll); two Latin orks, Perez Prado and Esquivel, the French crew led by Raymond LaFevre; Gus Bivona's Dixieland unit, Ray Conniiff's big swinging band, the new Jack Kane pop-jazz crew, the Les Elgart ork and Lester Lanin's society-styled orchestra.

In finishing in the No. 1 slot the Covington-Dorsey crew appears to truly be headed for stardom over the next few years. And the hot showing of such new names as Billy Vaughn, Jack Kane and Esquivel, indicates a bright future for these bands, too. Unlike the Favorite Band poll where eight out of the top 10 were traveling bands, of the orks selected as most promising by the jockeys, only the Dorsey, Vaughn, Prado, Elgart and Lanin groups hit the road, and some of these only sparingly.

NAT KING

Thanks, D. J.'s-
I really appreciate
your help!

NEW SINGLE

"Non Di Mentiar"

BEST SELLING ALBUMS

**"The Very Thought
of You"**

"Cole Espanol"



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"LOVE IS ALL WE NEED"

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MGM K12738

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Thanks DJ's
for a great
year
Connie

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IS BEATIN' OUT AMERICA'S #1 HITS!

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Dealers and Operators for
making 1958 my most
exciting year in show
business.

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Latest Hit!
TURVY I & II

DISK OF THE WEEK
AWARD O' THE WEEK
BILLBOARD SPOTLIGHT PICK
HIT PARADER
SCOOP OF THE WEEK
STAR SELECTION
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BEST BAND 1958
#3 COZY COLE
BEST R & B INSTRUMENTALIST 1958
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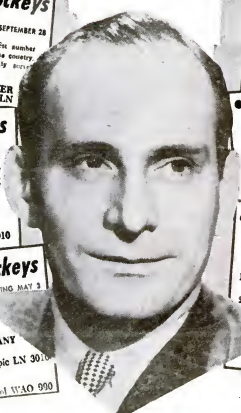
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"most played by jockeys"



• Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 28

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. DANCE TO THE MUSIC OF LESTER LANINEpic LN 3340
2. A SWINGIN' AFFAIR

• Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

3. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 3

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

2. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
3. MUSIC MAN
Original CastCapitol WAO 990

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 24

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. LESTER LANIN GOES TO COLLEGE
Lester LaninEpic LN 3474
2. DREAM GIRL

• Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 23

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

2. LESTER LANIN GOES TO COLLEGELester Lanin
Epic LN 3474
3. BILLY VAUGHN PLAYS THE MILLION SELLERS
Billy Vaughn
Dot DLP 3119

• Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 22

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. ONLY THE LONELYFrank Sinatra
Capitol W 1053
2. HAVE BAND, WILL TRAVELLester Lanin
Epic LN 3520
3. INDEEDPat Boone
Dot DLP 3124
4. VOICES IN LOVEFour Freshmen
Capitol T 1074

LESTER

my most humble thanks

LANIN

LATEST!



LESTER LANIN AND HIS ORCHESTRA
Epic LN 3242



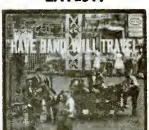
DANCE TO THE MUSIC OF LESTER LANIN
Epic LN 3340



LESTER LANIN AT THE TIFFANY BALL
Epic LN 3410



LESTER LANIN GOES TO COLLEGE
Epic LN 3474



HAVE BAND, WILL TRAVEL
Epic LN 3520

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Dear D.J.'s, Librarians, and P.D.'s,
Do you have all our albums? Please write me.
WITH EVERY GOOD WISH FOR THE NEW YEAR,

LESTER LANIN

1776 Broadway, New York, N. Y.

THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite single

POS.	TITLE & ARTIST	LABEL
1.	VOLARE (NEL BLU DIPINTO DI BLU), Domenico Modugno	Decca
2.	IT'S ALL IN THE GAME, Tammy Edwards	M-G-M
3.	EVERYBODY LOVES A LOVER, Doris Day	Columbia
4.	TOM DOOLEY, Kingston Trio	Capitol
4.	PATRICIA, Perez Prado	RCA Victor
6.	FEVER, Peggy Lee	Capitol
7.	ALL THE WAY, Frank Sinatra	Capitol
8.	MR. SUCCESS, Frank Sinatra	Capitol
9.	ALL I HAVE TO DO IS DREAM, Everly Brothers	Cadence
9.	VOLARE (NEL BLU DIPINTO DI BLU), Dean Martin	Capitol

All-Italian "Volare" Makes Grade as Top Single

"Volare," by Domenico Modugno, the No. 1 favorite single of the nation's deejays, was really a left-field hit. The close to two million seller was one of the few disks in recent years with a non-English lyric to reach the top.

"It's All in the Game" by Tammy Edwards also has major significance. On the wake of this hit (a reworking of an old Edwards disk), several other artists tried for disk clicks by recording up-dated versions of their former hits.

"Everybody Loves a Lover" by Doris Day was one of the few records of the year by a fem artist to reach the top 30. "Tom Dooley" by the Kingston Trio proved that a non-danceable platter could become a best seller if given enough spins and exposure.

"Patricia" by Perez Prado revived interest in the cha cha and paved the way for several other hits which used this Latin rhythm. "Fever" by Peggy Lee was also

an interesting side. This sultry reading of Little Willie John's former r.&b. click brought her back in a big way.

"All the Way" was an Academy Award winner, and "Mr. Success," also recorded by Frank Sinatra, scored heavily with jocks. Both were also chart disks. "All I Have to Do Is Dream" was a change in style for the Everly Brothers whose former hits were rhythmic rockabilly numbers. Dean Martin's English-lyric version of "Volare," the Italian prize-winning song, was also a huge favorite with jocks.

The preference in tunes indicates that no one type of song or artist reins supreme among jocks. Virtually all of the popular vocal and instrumental approaches are reflected by the artists and songs included in the list.

The list also includes several types of songs with many extremes, ranging from an old folk song to European, Latin American and tunes by American clefters.

favorite album

POS.	TITLE & ARTIST	LABEL
1.	COME FLY WITH ME, Frank Sinatra	Capitol
2.	ONLY THE LONELY, Frank Sinatra	Capitol
3.	STARDUST, Pat Boone	Dot
4.	MUSIC MAN, Original Cast	Capitol
4.	SING ALONG WITH MITCH, Mitch Miller	Columbia
6.	SWINGING ON BROADWAY, Jonah Jones	Capitol
7.	SWING SOFTLY, Johnny Mathis	Columbia
8.	SAWFUL NICE, Roy Conniff	Columbia
9.	CONCERT IN RHYTHM, Roy Conniff	Columbia
10.	BILLY VAUGHN PLAYS THE MILLION SELLERS	Dot

Jocks Pick Wide Range of LP's as Their Favorites

The top 10 favorite deejay albums show a wide variance. Four are by male artists, three are pop instrumentals, one is jazz, one is an original cast and one invites listener participation.

Frank Sinatra without the benefit of a consistent string of singles hits holds first and second places with "Come Fly With Me" and "Only the Lonely." Pat Boone's "Stardust" placed third showing a large teen and adult following. (Note EP ranking.)

"The Music Man" was the only "original cast" of several recorded to place on the list, although none of the singles recordings from the score were disk successes. Jonah Jones' muted trumpet style clicked strongly, and the pop-jazz set is entering its second year as a jockey and sales favorite.

Mitch Miller revived the gang sing with his infectious sing-along LP's. The album included a booklet of lyrics to encourage

listener singing. Johnny Mathis scored with "Swing Softly," after clicking with two mood sets and a religious album.

Roy Conniff's distinctive chorus and ork sound caught on again with jocks in "Sawful Nice" and "Concert in Rhythm," after he had previously clicked with "Wonderful" and "S. Marvelous." Billy Vaughn's clever and contagious use of reeds accounted for a big album of hit tunes that had been recorded by artists whose versions had sold a million or more.

All of the albums selected as favorites were also best sellers. This was a rough year for gal vocalists. None of the top 10 were by fem artists.

While the list of albums does include packages by artists who also had hit singles, it does show a separation between the two markets. All of the singers or orks also produced singles, but only four had hits in both markets.

favorite ep

POS.	TITLE & ARTIST	LABEL
1.	KING CREOLE, Elvis Presley	RCA Victor
2.	STARDUST, Pat Boone	Dot
3.	JIMMIE RODGERS SINGS FOLK SONGS	Roulette
4.	JAILHOUSE ROCK, Elvis Presley	RCA Victor
5.	JOHNNY CASH SINGS HANK WILLIAMS	Sun
5.	THE LATE, LATE SHOW, Dakota Stryan	Capitol
8.	LOVE IS THE THING, Nat King Cole	Capitol
8.	COLE ESPANOL, Nat King Cole	Capitol
8.	EVERLY BROTHERS	Cadence
8.	ONLY THE LONELY, Frank Sinatra	Capitol

R.&R. Artists Score on EP Chart; Elvis Tops List

Deejays are playing comparatively few EP's these days—because the same sides are available on LP's or because the record companies aren't servicing them—according to The Billboard's 11th Annual Record Artists Popularity Poll.

It is interesting to note that whereas rock and roll artists failed to make much of a dent on the other popularity charts, r.&r. personalities show up more prominently on the EP list.

Johnny Cash, for instance, who didn't place on any of the other charts, is No. 5 here; while Elvis Presley is No. 1, pulling almost twice as many votes as the runner-up—Pat Boone with "Stardust." Presley also placed in the No. 4 spot with "Jailhouse Rock." Although practically all of the EP's on the chart are also available as LP's, only two of them were listed by the jocks on the LP popularity chart—Boone's "Stardust" and Frank Sinatra's "Only the Lonely."

Again Capitol scores with the most EP's on the chart—two by Nat Cole, Dakota Stryan, "The Late, Late Show" and the Sinatra package. Runner-up is RCA Victor with two Presley packages.

In terms of actual votes, Victor should be ranked first since Presley's total vote for two EP's was considerably higher than the total racked up by the four Capitol EP's.

A sidelight on EP and LP programming was contributed by deejay Dick Spalding, WCAZ, Carthage, Ill., who notes:

"We use automatic programming and I don't feel qualified to answer (chart questions on EP's and LP's) since this equipment does not permit the use of EP's or LP's.

Some jockeys indicated that they don't particularly like to program EP's. John Nash, KIOX, Bay City, Tex., for instance, wrote, "Personally, I do not like EP's. I prefer LP's."

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Thanks
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Thanks
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for your understanding and cooperation.

With your help, it's been a wonderful,
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for you in '59—and a

*Merry Christmas
and
Happy New Year*

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SHERM FELLER
FROM BOSTON.
HAPPY NEW YEAR
AND DIG THESE
NEW SONGS
OUT OF YOUR
SNOW BANK!

SNOW TRAIN
c/w
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on Epic

WHIRLPOOL!

Muvva
Hubbard

on ABC Paramount



WHY DON'T
YOU GO HOME
FOR
CHRISTMAS

Jim Backus
on Jubilee

ROCKIN'
WITH
RICHARD

Earl Bostic
on King

Survey Shows GAC Tops in Booking D.J. Favorites

General Artists Corporation handles more than three times as many artists on the deejay favorite charts as any other booking agency. GAC represents 35 artists on the poll, William Morris and Music Corporation of America each book nine, and Associated Booking handles seven.

Willard Alexander books four of the chart names while Shaw Artists rep two (Valerie Carr and Dakota Slaton) and the Saphier Agency one (the Kingston Trio). GAC also had more artists on the individual popularity charts, with two exceptions. Alexander showed up strong on the favorite band list, and Associated was big on the favorite instrumental group chart.

Among the No. 1 favorite artists, GAC represents three—Connie Francis, Four Freshmen and Johnny Mathis. William Morris has two,

Frank Sinatra and Elvis Presley. Alexander has one, the Tommy Dorsey-Warren Covington band, and Associated has two, Les Brown and George Shearing.

While William Morris and MCA have in the past concentrated on TV packages and talent, GAC has made a determined drive to corral record names. The emphasis on artists became even all stronger when Larry Kanaga moved over from his post as head of RCA Victor to become GAC's headman. In addition to established record names, GAC has gone after the upcoming young disk artists, signing them up at such a tremendous rate that at one point 75% more than 50 per cent of the disks on The Billboard's best-selling charts were cut by GAC talent.

In line with this mass-booking, GAC benefits from its tie-up with

Irvin Feld, whereby Feld and GAC send out stage shows featuring GAC talent, of course, on a regular basis. The shows spotlight top rock and roll stars kept the new GAC acts working and also provide invaluable training ground for the youngsters, many of whom are woefully lacking in audience sales savvy.

Recently GAC and Feld announced plan to tie-in local deejay and radio stations across the country with the Feld-GAC show packages. The promotion involves the sale of 15 Show Club Value Books by jocks to their listeners. The books contain half-price coupons for a group of GAC talent shows, which the jacks agree to sponsor during the year. In return, GAC provides the booklets and various other promotional services (free records, photos, etc.).

The stunt was staged successfully a few months ago by Milt Grant, WTTG-TV, Washington, and GAC has been pitching in to book shows and stations in other cities for the past two months.

In addition to the artists named above, GAC handles the following performers on its deejay popularity charts: Perry Como, Nat King Cole, Tony Bennett, Patti Page, John James, June Christy, Eydie Gorme, The Four Tops, The Drifters, Boone, Steve Lawrence, Andy Williams, Lester Lanin, Jack Kama, Esquivel, Les Elgart, Stan Kenton, Ray Anthony, Bobby Darin, The Champs, Duane Eddy, Kirby Stone, Terry Johnson, Four Seasons, Four Coins, Foni Tois, Diamonds, Avery Brothers, Four Lads, The Aces, Miles Brothers, Three Suns and Jane Morgan (also with MCA).

Popularity chart winners handled by William Morris are Katy Liedien, McGuire Sisters, Peggy Lee, Jo Stafford, Earl Grant, Tommy Edwards and Keely Smith (also with MCA). Artists booked by MCA include Les Elgart, Perry Prado, Eddie Fisher, Dean Martin, Ahmad Jamal, Sue Raney, Hi-Los, Miss Morgan and The Four Tones.

Additional chart artists represented by Alexander are Count Basie, Ted Heath, and Ernestine Anderson, while Associated handles the Duke of Dixieland, The Accidentals, Platters, Dave Brubeck and the Norman Pate Trio.

Shelby, N. C., who wrote: "We have a problem; a record problem! We are not a 'Top 50' station, but it's very hard to keep from being on! Our little deals with the two record dealers would probably keep us stocked with the 'Top 50'; but we'd like to have a few tunes before they appear on the charts! This is hard to do, because we have to be selective in the tunes we select downtown.

"I must admit that the smaller companies have been giving us pretty good deals. We don't want to know it how do you get the larger companies to send you records! I may be wrong, but as long as you can get them, it's the main reason a lot of the so-called small stations have converted to the 'Top 50'.

"Our station is very active in running records. We have had an article on records in the local paper and have done what I consider to be a good job of selling people on the new ones. When we can get them before they appear on the charts! I'm convinced that we are 100 per cent better off than a majority of the stations. When it comes to obtaining records, but we, too, could and would use more variety in our musical programming!"

OFF THEIR CHEST

Spinners Sound Off on Disk Company Policies

A survey of comments submitted by jockeys voting in The Billboard's 11th Annual Artist Popularity Poll indicates that most of today's deejays think record companies are putting out too many records.

The spinners also object to an overabundance of gimmick disks and many voice a preference for swing and jazz-flavored wax, with emphasis on ballads and big band tunes.

Jocks report that they are playing more LP's than ever, and several deejays admit a growing fondness for disks by foreign artists, a trend borne out by the poll. A sizable number of jocks, mostly in smaller cities, echo the perennial deejay complaint about lack of service, particularly from the major labels.

Also space doesn't permit printing all jockey comments in this story. deejay opinion-reports will be carried in Vox JG beginning with this issue. Veteran big-city jock Jerry Marshall, WJMG, New York, summed up the thinking of many deejays when he wrote: "There is much too much quantity and not enough quality in singles. In quantity, albums, too, are reaching this state. There is too much emphasis on 'lists' which should merely be used as a guide for a program rather than used as the program itself. Proper promotion and variety could reintroduce adults to the singles market. The entire industry is a slave to copycatting."

Hugo Di Salvo, WIOU, Kokomo, Ind., seconds this statement. He maintains: "The record industry needs to be more selective with its releases and its talents. Flooding stations with too many labels and too many sides is not a way of doing it. Too often good sides are hidden for quite a while because you just can't get to them for plays and auditions."

Several jockeys spoke approvingly of the Cadence operation. For instance, Johnny Martin, Springfield, Mo., commented: "I'm doing it. Too often good records published by the industry. Perhaps the best example has been set by Cadence with its minimum number of published tunes and, therefore, its high percentage of best sellers."

Thumbs Down

Also most jocks registered a dislike of the more raucous rock 'n' roll records, opinions on r.&c. ranged from mild disapproval to extreme disgust. Typical of the latter was Jim Turner, WEND,

Baton Rouge, La., who wrote: "If the current rock 'n' roll gig keeps up, American, in fact Western culture, will be civilized is doomed."

In a somewhat milder groove but nonetheless expressive, Gordon Brown, WFCB, Eugene, Ore., said: "For the past 10 years, KERAC has quite happily programmed 'Music for Squares,' secure in the knowledge that the industry will always produce one Sinatra per 100 TW's. Emphasis is placed on the 'Top 10,000.' Thanks to this pleasant sound we have never had a deejay go stark, raving, E.T."

Public Decides

On the other hand, Bill Davis, WLOW, Norfolk, Va., contends: "Being a deejay, I like the music just the way it is. To me, it's the listeners who are the judge. What they like goes with me every time. If they take the time to write, phone or stop you on the street and ask for a song it's worth playing."

One of the most interesting comments on r.&c. was submitted by a teen-ager himself, 15-year-old deejay Dan Imel, WQBC, Anderson, Ind., who wrote: "I believe I can safely state that we will see more and more ballads and orchestral numbers appearing on record charts. I believe the rockin' tunes will slowly recede from the record lists, with a few of them protruding up but not in the present-day stream."

Disks From Abroad

Speaking out for foreign wax talent, Mike Heuer, KCUE, Red Wing, Minn., opined: "I believe there are many foreign artists still to be heard from in America. Recently Ted Heath's band appeared here in person. The show was great and the highlight was Dennis Lotis, the Sinatra of England. Actually, he'd be classified as one of my favorite male vocalists, but I can't give him credit because we don't have his records."

In a similar vein, Bruce Holland, Miami City, Fla., wrote: "I would like to see more records in the U. S. by English recording stars, such as Chris Barber, the Mudjacks, Cliff Richard, Ray Ellington and others. We are in England for two years and I feel the English artists are as good as our American artists."

Perennial Problem

One of the most provocative opinions on the service problem was contributed by Harold R. Watson, program director of WOHM,

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Atlantic 2006

Clyde McPhatter

**A LOVER'S
QUESTION**

Atlantic 1199

Chuck Willis

**KEEP A-
DRIVING**

Atlantic 2005

ATLANTIC & ATCO RECORDS

CHART TOPPERS OF 1958

POPULAR

A recapitulation of The Billboard's Pop Singles chart for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1.	VOLARE (NEL BLU DIPINTO DI BLU)	Domenico Modugno, Decca
2.	ALL I HAVE TO DO IS DREAM/CLAUDETTE	Everly Bros., Cadence
3.	DON'T I BEG OF YOU	Elvis Presley, RCA Victor
4.	WITCH DOCTOR	David Seville, Liberty
5.	PATRICIA	Perez Prado, RCA Victor
6.	SAIL ALONG SILVER MOON/RAUNCHY	Billy Vaughn, Dot
7.	CATCH A FALLING STAR/MAGIC MOMENTS	Perry Como, RCA Victor
8.	TEQUILA	The Champs, Challenge
9.	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M
10.	RETURN TO ME	Dean Martin, Capitol
11.	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M
12.	PURPLE PEOPLE EATER	Shab Wooley, M-G-M
13.	BIRD DOG/DEVOTED TO YOU	Everly Bros., Cadence
14.	GET A JOB	The Silhouettes, Ember
15.	LITTLE STAR	The Elegants, APT
16.	TWILIGHT TIME	The Platters, Mercury
17.	STOOD UP/WAITIN' IN SCHOOL	Ricky Nelson, Imperial
18.	HE'S GOT THE WHOLE WORLD IN HIS HANDS	Laurie London, Capitol
19.	SECRETLY	Jimmie Rodgers, Roulette
20.	AT THE HOP	Danny and The Juniors, ABC-Paramount
21.	YAKETY-YAK	The Coasters, Atco
22.	WEAR MY RING AROUND YOUR NECK/DONCHA THINK IT'S TIME	Elvis Presley, RCA Victor
23.	ROCK-IN' ROBIN/AND OVER	Bobby Day, Class
24.	POOR LITTLE FOOL	Ricky Nelson, Imperial
25.	WONDERFUL TIME UP THERE/IT'S TOO SOON TO KNOW	Pat Boone, Dot
26.	JUST A DREAM	Jimmy Clanton, Ace
27.	SUGARTIME	McGuire Sisters, Coral
28.	TOM DOOLEY	Kingslton Trio, Capitol
29.	SWEET LITTLE SIXTEEN	Chuck Berry, Chess
30.	TOPSY II/TOPSY I	Cozy Cole, Love
31.	LOOKING BACK/DO I LIKE IT	Nat King Cole, Capitol
32.	BOOK OF LOVE	The Monotones, Argo
33.	TEARS FOR TWO CHA CHA	Tommy Dorsey, Orix (Warren Convoy), Decca
34.	WEAR MY PILLOW	Little Anthony and The Imperials, End
35.	SHORT SHORTS	Royal Teens, ABC-Paramount
36.	GREAT BALLS OF FIRE	Jerry Lee Lewis, Sun
37.	LOLLIPOP	The Chordettes, Cadence
38.	SPLISH SPLASH	Bobby Darin, Atco
39.	WHO'S SORRY NOW	Gonnie Francis, M-G-M
40.	MY TRUE LOVE/EROY	Jack Scott, Carlton
41.	ENDLESS SLEEP	Judy Reynolds, Demon
42.	DO YOU WANT TO DANCE?	Bobby Freeman, Jette
43.	WHEN	Kalin Twins, Decca
44.	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore
45.	APRIL LOVE	Pat Boone, Dot
46.	REBEL RUISER	Duane Eddy, Jamie
47.	OH JULIE	The Crescendos, Nasco
48.	THE STROLL	The Diamonds, Mercury
49.	HARD-HEADED WOMAN/DON'T ASK ME WHY	Elvis Presley, RCA Victor
50.	PEGGY SUE	Buddy Holly, Coral
50.	OH LONESOME ME	Don Gibson, RCA Victor

COUNTRY & WESTERN

A recapitulation of The Billboard's C.A.W. chart for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1.	OH, LONESOME ME/I CAN'T STOP LOVING YOU	Don Gibson, RCA Victor
2.	JUST MARRIED/STAIRWAY OF LOVE	Marty Robbins, Columbia
3.	GUESS THINGS HAPPEN THAT WAY/COME IN, STRANGER	Johnny Cash, Sun
4.	CITY LIGHTS/INVITATION TO THE BLUES	Ray Price, Columbia
5.	DON'T I BEG OF YOU	Elvis Presley, RCA Victor
6.	THE WAYS OF A WOMAN IN LOVE/YOU'RE THE WEAREST THING TO HEAVEN	Johnny Cash, Sun
7.	BALLAD OF A TEENAGE QUEEN	Johnny Cash, Sun
8.	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor
9.	BLUE, BLUE DAY	Don Gibson, RCA Victor
10.	ALONE WITH YOU	Faron Young, Capitol
11.	BLUE BOY	Jim Reeves, RCA Victor
12.	BIRD DOG/DEVOTED TO YOU	Everly Brothers, Cadence
13.	ALL I HAVE TO DO IS DREAM	Everly Brothers, Cadence
14.	THE STORY OF MY LIFE	Marty Robbins, Columbia
15.	I CAN'T STOP LOVING YOU	Kitty Wells, Decca
16.	GEISHA GIRL	Hank Locklin, RCA Victor
17.	HARD HEADED WOMAN/DON'T ASK ME WHY	Elvis Presley, RCA Victor
18.	IT'S A LITTLE MORE LIKE HEAVEN	Hank Locklin, RCA Victor
19.	GREAT BALLS OF FIRE	Jerry Lee Lewis, Sun
20.	SECRETLY	Jimmie Rodgers, Roulette
21.	WEAR MY RING AROUND YOUR NECK/DONCHA THINK IT'S TIME	Elvis Presley, RCA Victor
22.	POOR LITTLE FOOL	Ricky Nelson, Imperial
23.	ALL OVER AGAIN/WHAT DO I CARE?	Johnny Cash, Columbia
24.	STOP THE WORLD	Johnny & Jack, RCA Victor
25.	MY SPECIAL ANGEL	Bobby Helms, Decca
26.	THIS LITTLE GIRL OF MINE	Everly Brothers, Cadence
27.	CURTAIN IN THE WINDOW	Ray Price, Columbia
28.	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol
29.	IS IT WRONG?	Warner Mack, Decca
30.	BREATHLESS	Jerry Lee Lewis, Sun
31.	CRYING OVER YOU	Webb Pierce, Decca
32.	GIVE MYSELF A PARTY/LOOK WHO'S BLUE	Don Gibson, RCA Victor
33.	STOOD UP/WAITIN' IN SCHOOL	Ricky Nelson, Imperial
34.	MY BUCKET'S GOT A HOLE IN IT/BELIEVE WHAT YOU SAY	Ricky Nelson, Imperial
35.	ANNA MARIE	Jim Reeves, RCA Victor
36.	JEALOUSY	Kitty Wells, Decca
37.	MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
38.	YOUR NAME IS BEAUTIFUL	Carl Smith, Columbia
39.	JAILHOUSE ROCK	Elvis Presley, RCA Victor
40.	FRAULEN	Bobby Helms, Decca
41.	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia
42.	RAUNCHY	Bill Justis, Phillips International
43.	JACQUELINE	Bobby Helms, Decca
44.	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia
45.	WAKE UP, LITTLE SUSIE	Everly Brothers, Cadence
46.	HIGH SCHOOL CONFIDENTIAL	Jerry Lee Lewis, Sun
47.	OH-OH, I'M FALLING IN LOVE AGAIN	Jimmie Rodgers, Roulette
48.	HALF A MIND	Ernest Tubb, Decca
49.	JUST A LITTLE LONESOME	Bobby Helms, Decca
50.	HOME OF THE BLUES/GIVE MY LOVE TO ROSE	Johnny Cash, Sun

RHYTHM & BLUES

A recapitulation of The Billboard's R.B.B. chart for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1.	WHAT AM I LIVING FOR/HANG UP MY ROCK & ROLL SHOES	Chuck Willis, Atlantic
2.	ROCK-IN' ROBIN	Bobby Day, Class
3.	DON'T I BEG OF YOU	Elvis Presley, RCA Victor
4.	LOOKING BACK/DO I LIKE IT	Nat King Cole, Capitol
5.	ALL I HAVE TO DO IS DREAM	Everly Brothers, Cadence
6.	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M
7.	JUST A DREAM	Jimmy Clanton, Ace
8.	YAKETY YAK	The Coasters, Atco
9.	WITCH DOCTOR	David Seville, Liberty
10.	LITTLE STAR	Elegants, APT
11.	TEQUILA	The Champs, Challenge
12.	WIN YOUR LOVE FOR ME	Sam Cooke, Keen
12.	BIRD DOG/DEVOTED TO YOU	Everly Brothers, Cadence
14.	TWILIGHT TIME	The Platters, Mercury
15.	MY TRUE LOVE/EROY	Jack Scott, Carlton
16.	AT THE HOP	Danny & the Juniors, ABC-Paramount
17.	GET A JOB	The Silhouettes, Ember
18.	POOR LITTLE FOOL	Ricky Nelson, Imperial
19.	TEARS ON MY PILLOW	Little Anthony & the Imperials, End
20.	PATRICIA	Perez Prado, RCA Victor
21.	TOPSY II/TOPSY I	Cozy Cole, Love
22.	SWEET LITTLE SIXTEEN	Chuck Berry, Chess
23.	FOR YOUR LOVE	Ed Townsend, Capitol
24.	WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol
25.	TALK TO ME, TALK TO ME	Little Willie John, King
26.	JOHNNY B. GOODE	Chuck Berry, Chess
27.	MAYBE	Chantels, End
28.	OH, JULIE	Crescendos, Nasco
29.	HE'S GOT THE WHOLE WORLD IN HIS HANDS	Laurie London, Capitol
30.	DON'T LET GO	Roy Hamilton, Epic
31.	SHORT SHORTS	Royal Teens, ABC-Paramount
32.	BOOK OF LOVE	The Monotones, Argo
33.	JENNIE LEE	Jan & Arnie, Arwin
34.	SPLISH SPLASH	Bobby Darin, Atco
35.	PEGGY SUE	Buddy Holly, Coral
36.	DO YOU WANT TO DANCE?	Bobby Freeman, Jette
37.	HARD HEADED WOMAN	Elvis Presley, RCA Victor
38.	WEAR MY RING AROUND YOUR NECK	Elvis Presley, RCA Victor
39.	THE STROLL	The Diamonds, Mercury
40.	SECRETLY	Jimmie Rodgers, Roulette
41.	ENDLESS SLEEP	Judy Reynolds, Demon
42.	LOLLIPOP	The Chordettes, Cadence
43.	A LOVER'S QUESTION	Clyde McPhatter, Atlantic
44.	RAUNCHY	Ernie Freeman, Imperial
45.	DON'T YOU JUST KNOW IT	Huy Smith, Ace
46.	TO BE LOVED	Jackie Wilson, Brunswick
47.	BIG MAN	Four Preps, Capitol
48.	WHO'S SORRY NOW	Gonnie Francis, M-G-M
48.	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay
50.	VOLARE	Domenico Modugno, Decca

In 1959...

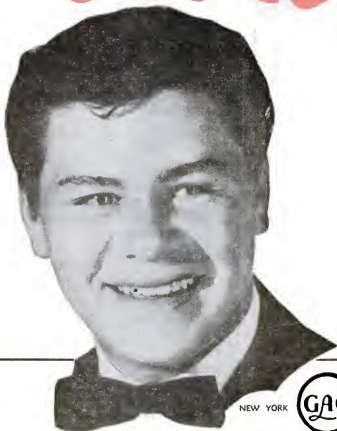
1 RECORD

1 SONG

1 ARTIST

"DONNA"

"LA BAMBRA"



RITCHIE
VALENS

DEL FI #4110

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BEST SELLING LP'S

A re-evaluation of The Billboard's Best Selling LP's Chart for the entire year of 1958. Note: The possibility exists where an album may have reached its top potential late in 1957 or may not have reached its maximum total by the end of 1958. Positions of albums in these cases do not necessarily reflect total popularity at the retail level.

Position	Album	Artist & Label
1.	MY FAIR LADY	Original Cast, Columbia DL 5090
2.	THE MUSIC MAN	Original Cast, Capitol WAD 990
3.	JOHNNY'S GREATEST HITS	Johnny Mathis, Columbia CL 1133
4.	SOUTH PACIFIC	Sound Track, RCA Victor LOC 1032
5.	COME FLY WITH ME	Frank Sinatra, Capitol W 920
6.	AROUND THE WORLD IN 80 DAYS	Sound Track, Decca DL 9046
7.	WARM	Johnny Mathis, Columbia CL 1078
8.	SOUTH PACIFIC	Original Cast, Columbia DL 4180
9.	RICKY	Ricky Nelson, Imperial IMP 9048
10.	THE KING AND I	Sound Track, Capitol SAD 595
11.	HYMNS	Tennessee Ernie Ford, Capitol T 756
12.	OKLAHOMA!	Sound Track, Capitol SAD 595
13.	TCHAIKOVSKY: PIANO CONCERTO NO. 1.	Van Cliburn, RCA Victor LM 2252
14.	PAT'S GREAT HITS	Pat Boone, Dot DLP 3071
15.	FILM ENCORES	Manhattan, London LM 1700
16.	THE LATE, LATE SHOW	Debra Stalon, Capitol T 876
17.	GIGI	Sound Track, M-G-M E 3641 ST
18.	ELVIS' GOLDEN RECORDS	Elvis Presley, RCA Victor LP 1707
19.	SING ALONG WITH MITCH	Mitch Miller, Columbia CL 1160
20.	PAL JOEY	Sound Track, Capitol W 912
21.	EDDY DUCHIN STORY	Sound Track, Decca DL 8289
22.	SONGS OF THE FABULOUS FIFTIES	Roger Williams, Kapp KX1 5000
23.	NEARER THE CROSS	Tennessee Ernie Ford, Capitol T 1005
24.	STAROUST	Pat Boone, Dot DLP 3118
25.	SAIL ALONG SILVERY MOON	Billy Vaughn, Dot DLP 3100
26.	TILL	Roger Williams, Kapp KL 1081
27.	SPIRITUALS	Tennessee Ernie Ford, Capitol T 876
28.	SWINGING ON BROADWAY	Jonah Jones, Capitol T 963
29.	DUKES OF OXFORD, VOL. 3	Audio Fidelity, A1P 1551
30.	LOVE IS THE THING	Nat King Cole, Capitol W 824

BEST SELLING FD'S, 1958

Position	Title	Artist & Label
1.	JAILHOUSE ROCK	Elvis Presley, RCA Victor
2.	RICKY	Ricky Nelson, Imperial
3.	HYMNS	Tennessee Ernie Ford, Capitol
4.	KING CREOLE, VOL. I	Elvis Presley, RCA Victor
5.	SPIRITUALS	Tennessee Ernie Ford, Capitol
6.	ELVIS	Elvis Presley, RCA Victor
7.	EVERLY BROTHERS	Everly Bros, Cadence
8.	KING CREOLE, VOL. II	Elvis Presley, RCA Victor
9.	UNCHAINED MELODY	Ricky Nelson, Imperial
10.	LOVING YOU	Elvis Presley, RCA Victor
11.	NEARER THE CROSS	Tennessee Ernie Ford, Capitol
12.	COME FLY WITH ME	Frank Sinatra, Capitol
13.	JOHNNY CASH SINGS HANK WILLIAMS	Johnny Cash, Sun
14.	JOHNNY MATHIS	Johnny Mathis, Columbia
15.	FOUR BY PAT	Pat Boone, Dot
16.	WARM	Johnny Mathis, Columbia
17.	SING ALONG WITH MITCH	Mitch Miller, Columbia
18.	RICKY NELSON	Ricky Nelson, Imperial
19.	STAROUST	Pat Boone, Dot
20.	JUST A CLOSER WALK WITH THEE	Pat Boone, Dot
21.	PEACE IN THE VALLEY	Elvis Presley, RCA Victor
22.	JUST FOR YOU	Elvis Presley, RCA Victor
23.	ROGER WILLIAMS	Roger Williams, Kapp
24.	THE LORD'S PRAYER	Pat Boone, Dot
25.	ELVIS' CHRISTMAS ALBUM	Elvis Presley, RCA Victor
26.	THE 7 HILLS OF ROME	Mario Lanza, RCA Victor
27.	JO ANNE	Twin Tones, RCA Victor
28.	AND A VERY MERRY CHRISTMAS	Pat Boone, Dot
29.	HONKY TONK PIANO	Knuckles O'Toole, Grand Award
30.	SONGS OF THE FABULOUS FIFTIES	Roger Williams, Kapp
31.	HEARTBREAK HOTEL	Elvis Presley, RCA Victor

36 NEWCOMERS LISTED

'Hot 100' Shows a New Talent Trend

By HOWARD COOK

NEW YORK—A survey of the Billboard's Hot 100 chart shows from August thru December 1 that this was a big year for new talent; thirty-six new artists or groups had one or more hit platters among the top 30 listings since the chart was started in August.

This was also a strong year for "come-backs." Many artists who had been without hit records for long periods produced hits. Several other artists placed in positions just below the top 30.

Capitol heads the lists of companies with new talent to reach the chart for the first time with four. Decca had three, and Atco, Demon, Dot and Mercury had two artists each with chart disks among the top 30 platters for the first time.

The Capitol artists and their records are the Kingston Trio with "Tom Dooley," Ed Townsend with "For Your Love" and "When Grow Too Old to Dream," which also reached the chart, the Johnny Otis show with "Willie and the Hand Jive" and "Crazy Country Hop," which is currently climbing and Louis Prima and Keely Smith, who are scoring with "That Old Black Magic."

Decca's winners were the Kalin Twins with "When" and their follow-up, "Forget Me Not," Earl Grant with "The End" and the Tony-Dorsey-Warren Covington ork with "Tea for Two Cha Cha" and their current bid, "I Want to Be Happy Cha Cha."

Dot talent included Robin Luke, who had a strong one with "Susie Darlin'," and the Slades with "You Cheated." Demon had the Olympian with "Western Movies" and Jody Reynolds with "Endless Sleep." "Fire of Love" by Reynolds also reached the chart. Mercury's artists were the Danleers with "One Summer Night" and Big Bopper with "Chantilly Lace" and who is now threatening with "Little Red Riding Hood." Atco scored with Bobby Darin, who had "Splish Splash" and who is currently sailing with "Queen of the Hip." "Early One Morning" by Bobby Darin and the Rinky Dinks also placed among the top 30.

Other Winners

Other artists, their records and labels with first hits were the Poni Tails, "Born Too Late," ABC-Paramount; Jerry Butler & the Impressions, "For Your Precious Love," Abner; Jimmy Clanton, "Just a Dream" (Clanton looms a strong threat to score with "A Part of Me"); Ace, the Elegants, "Little Star," Apt; the Applejacks, "Mexican Hat Rock," Cameo; Jack Scott, "My True Love" and "With Your Love," Carlton; Jerry Wallace, "How the Time Flies," Challenge; Harvey & the Moonglows, "The Ten Commandments of Love," Chess; Ellen Rodgers, "The Treasure of Your Love," Columbia; the Teddy Bears, "To Know Him is to Love Him," Dore; Little Anthony & the Imperials, "Tears on My Pillow," End; the Jamies, "Summertime, Summertime," Epic; Donnie Owens, "Need Your Love," Guyde; the Quin-Tones, "Down the Aisle of Love," Hunt; Duane Eddy, "Rebel-Rouser" and Cannon Ball (Eddy's "Ramrod" was also a winner), Jamie.

Other labels with artists who had platters for the first time among the top 30 of the Hot 100 included Bobby Freeman, "Do You Want to Dance" and "Betty Lou Got a New Pair of Shoes," which came close, (only) the Royaltones, "For Boy," Joliet, Raymond LeFevre, "The Day the Rains Came," Kapp; Don & the Belmonts, "I Wonder Why" and "No One Knows," Laurie; Cozy Cole, "Topsy II," "Topsy I" and

his current "Turvy II," which also appears headed for a slot among the top 30, Love and Conway Twitty, "It's Only Make Believe," M-G-M.

Runners-Up

Those artists who had been without hits for a while and whose platters either reached or came very close to the top 30 of the Hot 100 chart are Toni Arden, "Padre," Decca; Teresa Brewer, "The Hula Hoop Song," Coral; Ruth Brown, "The Little Girl's Gone Rockin'," Atlantic; Eddie Cochran, "Summer-time Blues," Liberty; Bobby Day, "Rock-in' Robin," Class; Doris Day, "Everybody Loves a Lover," Columbia; Tommy Edwards, "It's All in the Game" and "Love is All We Need" M-G-M; the Four Esquires, "Hideaway," Paris; Georgia Gibbs, "The Hula Hoop Song," Roulette; Gerry Granahan, "No Cheshire, Please," Sunbeam; Dale Hawkins, "I'll Be Back," Checker; Jini James, "There Goes My Heart," M-G-M; Peggy Lee, "Fever," Capitol; Betty Madigan, "Dance, Everyone, Dance," Coral; Gordon MacRae, "The Secret," Capitol; Clyde McPhatter, "A Lover's Question," Atlantic; Jane Morgan, "The Day the Rains Came," Kapp; Les Paul & Mary Ford, "Put a Ring on My Finger," Columbia; Perez Prado, "Patricia," RCA Victor and Sheb Wooley, "The Purple People Eater," M-G-M.

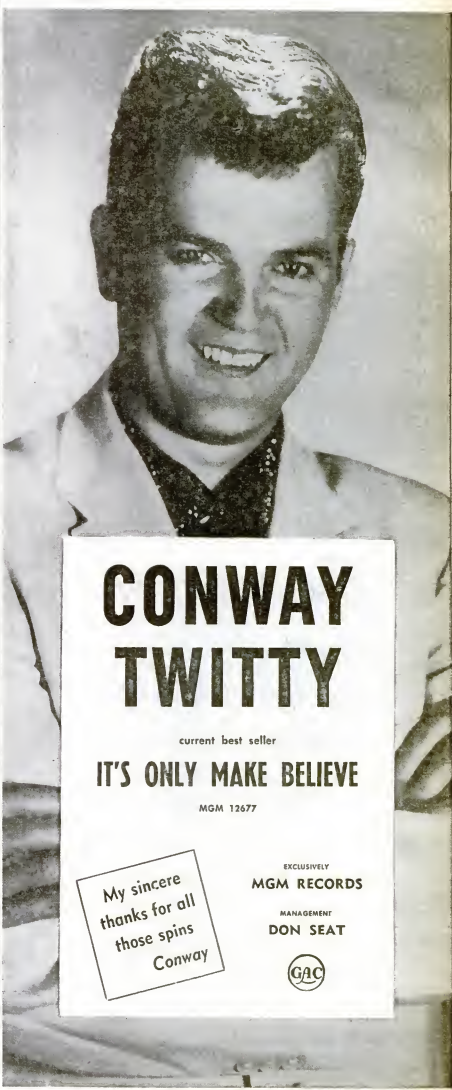
Several other artists came close to reaching the top 30 for the first time this year. These include the Five Bobs (Bennie New), "The Blob," Columbia; Gino and Gina, "Pretty Baby," Mercury; Bobby Hamilton, "Crazy Eyes for You," Apt; Bobby Hendricks, "Ticely Ticely Feeling," Sue; the Slades, "You Cheated," Domino; Tony and Joe, "The Freeze," Era; the Tune Rockers, "The Green Mosquito," United Artists, and Ritchie Valens, "Come on, Let's Go," Del Fi.

There are several new artists who at the moment appear bound for the top 30 with their current hot sides. These are Billy Grammer, "Gotta Travel On," Monument; Enoch Light and the Light Brigade, "I Want to Be Happy Cha Cha," Grand Award; Bennie Lowe Ork, "Sing, Sing, Sing" and "Intermission Riff," Cameo; the Nu Tornados, "Philadelphia, U. S. A.," Carlton, and Ritchie Valens, "Donna," Del Fi.

Chart Newcomers

A flock of other new artists placed on the chart for the first time this year. They include the Backus, "Delicious," Jubilee; Boots Brown, "Cerveza," RCA Victor; the Chargers, "Old McDonald," RCA Victor; the Crests, "I Can-dice, Coed; the Cyclones, "Bull-whip Rock," Trophy; the Daddys-O's, "Got a Match," Cabot; Eddie Fontaine, "Nothin' Shakin'," Argo; Doug Franklin, "My Lucky Love," Colonial; Frank Gallup, "Got a Match," ABC-Paramount; Janice Harper, "Devotion," Capitol; the Honeycombs, "Oh, My Love, My Real Wild Child," Coral; the Kingstones, "Weekend," East-West; Robert Mitchum, "Thunder Road," Capitol; Johnny Ray, "My Love, My Love," ABC-Paramount; Tommy Mara, "Where the Blue of the Night," Felsted; Oscar Mel-Lolie and Jeanette, "Hey Bar, Hey Girl," Class; Bobby Pedrick Jr., "White Buck and Saddle Shoes," Big Top; the Playboys, "Over the Westside," Cameo; Mike Preston, "A House, a Car and a Wedding Ring," London; Robert and Johnny, "I Believe in You," Old Town; Andy Rose, "Just Young," Aamp; Warren Smith, "Prisoner's Song," Nasco; Joe South, "Purple People Eater" (meets the Witch Doctor).

(Continued on page 59)



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Movie Diskeries In Big Deejay Romance

- Platter spinners rank high in promo plans of films
- Growing ranks of movie labels spell big rivalry

By BOB ROLONTZ

In 1958 Warner Brothers (WB), 20th Century-Fox (20th Fox) and Columbia Pictures (Colpix), started their own record labels. They joined the ranks of such film firms as M-G-M, Paramount (Dut) and United Artists (UA) which already had active record subsidiaries. The move into the record field of these picture firms has meant increased competition among all large diskeries for movie sound track scores and increased stress on deejay promotion to help push movie track sets.

The intensity of the promotional activity on the part of some of these labels with the look some of the twists used and the tie-ins with their parent picture firms to help expose movie tracks indicate their thinking as to the importance of deejays in getting albums exposed to the adults and the teenager as well.

M-G-M, as the puppy of the flick-entree vases, put on one of the most intensive promotions of the year with its push on the album that has become one of the top sellers this year, "Gig." Not only did M-G-M and M-G-M Pictures tie-up to hold screenings of the flick for deejays in all major cities, but they sent out copies of all three versions of the score (the sound track set, the jazz version and the pop version) on their label to jockeys. And, of course, the M-G-M picture field men, as well as the M-G-M record distributor promotion men, visited deejays to extoll the merits of the "Gig" LP's. The strong sales of the "Gig" track can be attributed in part to its exposure in addition to the fact that it is an excellent picture with an excellent score.

Most of the diskery movie firms use the parent firm's branches, the movie distribution exchanges, as auxiliary aids in promoting their albums and their single records with tunes from movies or all scores. Many of the local film offices have men who constantly see jockeys and radio stations, since film companies do a lot of advertising on radio of their current or upcoming movies. In areas where record distributors do not or cannot send promotion men, film promotion men will often take records and albums to give to jocks.

Usually these film promotion men hit small town jocks, since these are the areas often left unattended by distributors. Many of the local film promotion men will press to get a disk containing a song from the film or selected from the sound track album of the film (if there is one) played after a commercial advertising the movie concerned.

Artist Tours

In addition to intense promotion activities carried out by many of the flick record labels, movie owned diskeries at times get an added boost with their sound track scores when artists appearing in the flick or connected with the picture get a chance to hit the road for personal appearances connected with the film. They always make certain to visit jockeys in the towns they hit. The United Artists sound track of "The Big Country" had the stimulus of many of its stars actively pushing the album with jockeys, one of these stars being Gregory Peck. At the recent time, M-G-M Records has Russ Tamblyn out on the road pushing the sound track waxing of

"Tom Thumb" in which he stars. Decca Records, the opposite of a movie firm "subsidiary" since it owns Universal Pictures, threw parties for jocks with Steve Allen as host when Allen was starring in the "Benny Goodman Story" and Decca released the sound track.

It is not always possible for even movie firm record companies to get picture stars to hit to road to visit deejays. Commitments of various sorts make it difficult for many actors and actresses to get away. But they try wherever they can and occasionally succeed. As the competition for flick scores gets rougher—and it is getting rougher—film company diskeries will probably put more and more pressure on the parent firm to get some of the stars of sound track movies out on the road. Warner Brothers record firm intends to go on an all out deejay promotion push with its forthcoming sound track album from the flick "Auntie Mame." This will be the first sound track score that the new WB label has snagged and they plan to promote it extensively. Colpix Records has only issued a few albums to date, so has not had an opportunity to flex its promotional muscles, the experts to be in a position to do so with its first sound track album early next year.

New UA Twists

United Artists Records has come up with a new promotional twist to push its sound track recording from the current flick "I Want To Live." Johnny Mandel composed, arranged and conducted the music for the score of the film. UA Records has sent him out to promote the track and to date he has visited over a dozen jockeys in New York and Chicago promoting and talking about his album, etc. UA arranged extensive screenings of "I Want To Live" for deejays in many major cities.

Twentieth Fox is another movie label that has not yet released a sound-track album. They expect to do so early next year. However, they have already made use of the promotion men in the film company's branch offices to enhance their product with deejays in smaller towns who are not personally serviced by their distributor promotion men.

Also the number of albums sent out to deejays by any company is closely guarded secret, it is understood that extensive mailings are made to deejays by flick-owned labels of sound-track sets. Sometimes an EP or a single from the sound-track album will be made available to deejays who would not normally get an LP, and at times these EP's or singles are sent along with the LP. United Artists makes a special study of the track of "I Want To Live" and sent it out on a large scale to jocks. Its exposure on deejay shows caused so many calls from jocks that the firm decided to release it as a regular single. UA will release another single from the album shortly.

Movie-Disk Stars

When a record company has a hot disk artist starring in a movie it is not necessary to do the same extensive or intensive type of promotion as a single movie star on the movie as with non-disk names. Dot Records' exposure on Pat Boone's single from "Mardi Gras" is a case in which the flick will easily benefit from the recording before anyone has seen the movie. If Dot had been able to obtain the sound track of the album (they cannot since Tommy Sands and Gary Crosby are both on the record)

(Continued on page 59)

SATURATION BUYS

L. A. Dealers Find
Deejay Shows Sell

By LEE ZHITO

The great power of the disk jockey to expose record produce is being harnessed in Hollywood in unique ways to deliver maximum sales impact.

One system concerns two key record dealers who have become among the area's major radio time buyers, using blocks of air time to plug specific releases. Another plan is being pioneered by a local radio station which offers plugs for oad releases on an established rate-card basis.

The two dealers—Music City and Sight and Sound—buy their radio time with co-op money, but their use of the time and methods are quite different. Biggest time buyers by far is Clyde Wallich's Music City, whose contracts this month call for 57 hours of block time plus 1,712 spot announcements on 10 stations.

Wallichs regularly uses the same four stations for his major time blocks—KFAC, KFWB, KLAC and KMPC—adding to this basic core a generous array of spot announcements on various other outlets. This month's time buys break down as follows: 32 hours on KLAC, 10 hours on KFAC, 9 on KMPC and six on KFWB. In addition, spots are placed on KABC, KBIC, KDAY, KHJ, KNX and KRHM.

Deejays used include Ira Cook (KMPC), Bob Crane (KNX), Elliot Field (KFWB), Johnny Grant (KMPC), Al Jarvis (KFWB), and Ron McCoy (KLAC), among others. Music City programs its own shows (but must comply with stations' policies), recommending specific disks to be exposed. The choice of records destined to enjoy this exposure originates with the various distributors who contribute co-op money. The number of plugs each distributor can pick is determined by the size of his contribution.

All key distributors in this area, with the exception of one, participate in this arrangement to varying degrees. Abe Diamond remains the lone hold-out.

Four Plans

Wallichs offers distributors four plans ranging in cost from \$200 to \$500

per month. Wallichs has averaged the rate-cards of the local stations and has concluded that his cost is \$13 per announcement. Number of plugs each distributor's product will receive is determined by dividing 13 into the sum of his monthly co-op contribution.

In addition to air time, participants also benefit from varying degrees of in-store promotion at both Music City's Hollywood and Lake-wood stores. In-store promotions include window displays, counter stacks, placement in specific store traffic areas, also the participant's choice of package release gets "Album of the Day" salutes on the various stations. Degree of participation also determines extent of plugging on Music City's "Predicted Hits" portion of its best seller chart mailer. (Music City mails this list to radio stations throughout the U. S. free of charge at their request.)

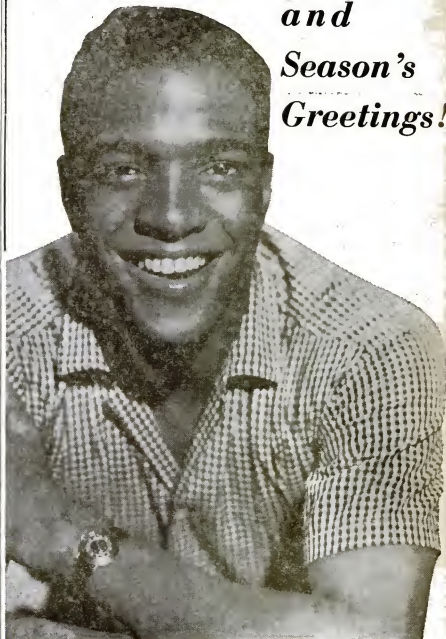
Sight and Sound buys 10 hours per week on three stations. Dealer splits cost of air time on a straight 50-50 basis with the distributors. Participants get quarter-hour segments of time during which they plug their wares. Sight and Sound divides its time buys as follows: Eight hours per week on KMPC with Bill Stewart and Joho McShane spinning the platters. KMPC time is used mostly in plugging new album releases. Dealer uses one hour each Sunday morning on KLAC with deejay Bob Hopkins currently doing the honors. Station rotates jockeys.

Special feature of this show is in playing the week's top sellers as furnished by Sight and Sound. This portion of the show is called "The Big Six Play the Big Six," trying in with the station's own campaign on its array of six spinners. Hour is devoted entirely to exposing single disks. Sight and Sound also buys an hour Sunday nights on KFAC, the local long-hair station, where it displays its latest classical releases. Show is aired in stereo, thus permitting plugs for stereo equipment.

KDAY's plan, treated in earlier

(Continued on page 64)

Thanks for everything
and
Season's
Greetings!

Top Talent Split
Among Many P.M.'s

NEW YORK — More than 60 personal managers or personal management offices are listed for artists polling on the deejay popularity poll in this issue, but only six manage more than one performer.

John Levy is on top, volume-wise, with four artists on the charts—George Shearing, Ahmad Jamal, Ernestine Anderson and Dakota Staton. Tied with three artists each on the lists are Ken Green-glass (Eddie Gorme, Steve Lawrence and Jack Kane) and Gabbe, Lutz, Heller & Loeb (Playmates, Jimmie Rodgers and the Hi-Los).

Three management outfits tied with two artists on the poll. Caida, Crean & Burton (Betty Johnson, Bobby Darin), Carlos Gastel (June Christy, Nat Cole) and Mike Stewart (Norman Petty, Four Ladies).

A wide variety of personal management types are represented. Some concentrate full time on one performer (Jack Rael and Patti Page, etc.), many handle several acts, and others divide their time

between management and other fields.

Csida, Crean & Burton, for example, are record producers and operate Trinity and Towne Music. Wood Spina (Pat Boone's managers), are Randy Wood, headman at Dot Records, and Jack Spina, who handles Dot's music publishing firms. Occasionally a performer manages himself. Al Nevins, of the Three Suns, is an example here.

Joni James' manager, Tony Aquaviva, is also her husband and an established rock conductor on his own. Martin Melcher, of course, is Doris Day's husband as well as her manager, and Charlie Green (of C. G. B.) is married to Betty Johnson.

The Everly Brothers' manager, Wesley Rose, owns Acuff-Rose Music. Ricky Nelson's father, Orzvie Nelson, is his manager. Mookie Kay, who manages Alanis's, Modet's, Jazz Quartet, is United Artist Record chief. Dee Belio, Percy Coma's personal manager, is his brother-in-law. Henry Jaffe, Dixie Shore's manager, is a key TV package.

Clyde McPHATTER

High on all
the Charts
and
Heading for
the Top!

A LOVER'S QUESTION

b/w

I Can't Stand Up Alone

ATLANTIC 1199

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IN PRAISE OF DEE-JAYS!

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3 LEAD-OFF SMASHES FOR '59!

FRANKIE AVALON'S

latest hot shot—rocketing up the charts right now!

"I'LL WAIT FOR YOU"

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C-1026

FABIAN

You made **FABIAN** a star—
here's his first real runaway!

"I'M A MAN"

b/w
"HYPNOTIZED"

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And now the star destined to shine in '59...

JOSEF DAMIANO

"RUMORS"

singing

b/w
"THIS IS LOVE"

C-1028

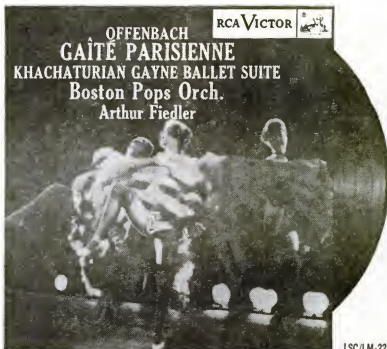
And the current release by Chancellor's queen **JODIE SANDS**—
"SOMEDAY (You'll Want Me To Want You)" b/w "Always In My Heart" **C-1023**

What can we say after we've said "Thanks"? Gratefully—for all your help—

*Bob Marucci
Peter De Angelis*

Distributed by
AM-PAR Record Corp.

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Superb new sound makes a sensational new traffic-builder for January! RCA Victor is putting everything behind "GAÎTE PARISIENNE" in its January promotion: TV commercials on the "Eddie Fisher Show" and "Ellery Queen", heavy advertising in major media across the country, and, most important, a \$2 saving* to your customers during January only. And what an album! Offenbach's "Gaité Parisienne" and Khachaturian's "Gayne Ballet Suite"... by the Boston Pops, with Arthur Fiedler conducting! Available in both Living Stereo and regular L.P. albums! One of RCA Victor's greatest sound triumphs. You'd better move fast on this album because it's going to move fast! Call your distributor now for special details.

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Billy Grammer
Gotta Travel On
400



MONUMENT

The
Instrumental
Hit!

Mantovani
Come Prima
1840



LONDON
RECORDS

Everybody Picks It

Herb and Betty Warner



Slowly
109

Dale

Big Band Album Smash

Ted Heath
All Time
Top 12



Begin The Beguine; April In Paris;
'S Wonderful; Tenderly; Autumn
Leaves; Somebody Loves Me, Sep-
tember Song; Stardust; Tea For Two;
On The Sunny Side Of The Street;
I've Got The World On A String; My
Blue Heaven.
Stereo: PS 117 Montreal: 1714

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Mike Preston



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Joe Leahy



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Sweet Jennie Lee, Fools Rush In, Every-
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Rose And A Prayer, Corn Silk, I Can't
Begin To Tell You and 7 others.
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Big Green Car
B/W

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Smash!*

“TEASIN’”
THE QUAKER CITY BOYS

4023

*Breaking
Big
Everywhere*

BILLIE & LILLIE
“LUCKY LADY BUG”

4020

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Blockbuster
from ...*

DICKY DOO AND THE DON'TS
“TEARDROPS WILL FALL”
b/w
“COME WITH US”

4025

Handsome Talented
DON WAYNE

“HEAD OVER HEELS IN LOVE”

4024

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LOVE IS ALL WE NEED
plugged on Dick Clark ABC-TV Network Show
MGM K12722



MORTY CRAFT

PIZZICATO CHA CHA
and
NEVER BEFORE
(From Broadway Musical "Whoop-Up")
MGM K12741



DAVID ROSE And His Orchestra

HOW HIGH THE MOON
MGM K12714



ALAN DALE

LOVE EYES **AS YOUNG AS WE ARE**
(From Broadway Musical "Whoop-Up") (From Paramount Picture "As Young As We Are")
MGM K12742



SHEB WOOLEY

STAR OF LOVE
and
CHERRY SWEET
MGM K12743

More Stereocasts Take to Airwaves

Continued from page 1

and Capitol are sponsoring stereo one-hour weekly programs in the evening on WQXR. Spokenmen for the diskies indicated a feeling that this was a great way to unveil new stereo releases to a ready-made market.

Stereo activity on the part of jockeys catering primarily to what might be called the rocking teenage market has been strictly limited up till now. That's mainly because to date, record companies have focussed little attention on producing stereo versions of typical rock and roll hit fare. Even this situation, however, is seen as bound to change. Tradesters now point to the tremendous interest in stereo singles and EP's being engendered by the recent announcement of stereo juke boxes by such firms as Seeburg, Wurlitzer, Rock-Ola and

channel. Ford was praised highly for the effort.

One station, WFLA, Tampa, Fla., is now programming stereo six nights weekly plus another Monday night half hour, the latter sponsored by a local hi-fi dealer, Rich Pauley, speaking for the station, raises the important point of "quality of sound" when he points out that the station is using tape exclusively. "We do not use discs, and until they improve probably won't add the extra equipment to do so," he says.

Whether other stations share this opinion of disks in general is a question, but this does hear on observations made by some diskery people averse stereo broadcasting. These people feel that the AM-FM, AM-TV or FM-TV combination method of stereo broadcast-

DIRECTORY OF STATIONS NOW PROGRAMMING STEREO

ARIZONA Phoenix Tucson	KOHY KTOD	KANSAAS Lawrence	KQWA Charlotte	NORTH CAROLINA Charlotte	W50C
CALIFORNIA Bakersfield Berkeley Beverly Hills Fresno Glendale Hollywood Los Angeles Oakland Sacramento San Francisco San Jose Stockton	KPHC-AM with KQSR-FM KDE KCRH-FM KPFC KRHS-FM-TV KABC KRFB-FM with KLAC-AM KFAC KXOA KGO KDFC-FM with KRBE-AM KGO KRFB KRFB-TV KFSD KSD KXOK with KXOY	LOUISIANA Baton Rouge Bossier City Monroe New Orleans	WIBO KDGL KZON WDSU	OHIO Cincinnati Cleveland Columbus Dayton Youngstown	WKBC WHDG WBXL WIOG WFAJ-AM-FM
COLORADO Denver	KDCK KFML	MARYLAND Baltimore	WDFL WITH	DELAWARE Delaware City	KFFM WKY-AM-TV
CONNECTICUT Bridgeport Hartford	WGH WRCH	MASSACHUSETTS Boston	WICK WCRB WGBH-FM	OREGON Portland	KOH-AM-FM KPAM KPOJ
DELAWARE Wilmington	Good Music Stellton	MICHIGAN Detroit	WBR WLDH WXYZ	PENNSYLVANIA Philadelphia Pittsburgh	WFIL-AM-TV WFLN WJAB with WHP
DISTRICT OF COLUMBIA WGHs, WAFH	WGHs WAFH	MINNESOTA Mpls-St. Paul	KTIS WLOL-AM-FM	RHODE ISLAND Providence	WICN
FLORIDA Coral Gables Tampa	WYCG WDAE	MISSISSIPPI Hattiesburg Jackson	WFOR WJEX	TENNESSEE Knoxville Memphis Nashville	WDR-AM-FM WMC WISN-AM with WFBH-FM
GEORGIA Atlanta Columbus	WSB WBGL	MISSOURI Kansas City St. Louis	KCMO-AM-TV KFTN KMOX	TEXAS Amarillo El Paso Houston	KFOA KPOD KTFM KTRN-AM-FM
ILLINOIS Chicago	WBR with WDR , WFMT	NEBRASKA Omaha	KFAB-AM-TV	UTAH Salt Lake City	KALL
IOWA Des Moines	KENT-AM-TV	NEW HAMPSHIRE Manchester	WDR	VIRGINIA Richmond	KER and KEF
		NEW JERSEY New Brunswick	WVIA-AM-FM-TV WTC	WASHINGTON Aberdeen Baltimore Seattle Spokane	WVFA WML KZOD KFEP KDGL KING-AM-FM KIRO KIOW-FM with KVI-AM
		NEW YORK Binghamton Buffalo Empire New York New York	WBFB-AM-FM WREN WOM WNY WOL WNY WNY	MEXICO Mexico City	WVFA WML KZOD KFEP KDGL KING-AM-FM KIRO KIOW-FM with KVI-AM

AMI. A number of disk firms have already released stereo records for the new style boxes and it is seen as only a matter of a short time until jocks get on this bandwagon, too.

Stereo is seen as a natural for the growing TV jockey fraternity with its afternoon teen-age dancing parties. "The TV audio can be one of the required channels and AM radio can be the other," says one observer. "Where is the teen-ager who doesn't at least have an AM radio? They could really have a ball with this."

3-Way Sound

One jockey who has done just that on the cake, was Art Ford, of WNTA-AM-FM-TV in Newark. Admittedly not on the teen-age track, Ford, however, grabbed much press and listener comment recently when he aired his evening "Jazz Party" show via three-channel stereo. That is, the show went out over TV, AM and FM radio, with each carrying a separate sound

ing will be had for stereo in the long run, because of the generally inferior equipment on which it is received. "Small, cheap, table-model radios can't possibly produce any high quality of sound, even in FM," one observer said. "And, of course, AM transmissions are limited in audio frequency anyway. Stereo is supposed to be super hi fi, but it's anything but it if done that way."

This, of course, is nevertheless the method being used now by the great majority of stereo broadcasters. Other methods, principally that of multiplexing via the sub-carrier of a single FM carrier frequency, promise ultimately better reception. RCA recently announced a similar system for use with an AM carrier signal. Best would have the advantage of simplicity, since a single radio receiver could be fitted with an adapter which would separate the stereo signals and feed each to a different amplifier-speaker circuit. In such a case there would be the advantage of matched channels,

Capitol Is Hottest Label

Continued from page 11

band charts, while Pat Boone scored No. 3 on both the favorite EP and LP listings. Also representing Dot were the Mills Brothers, formerly with Decca.

Coral With Three

Coral artists making the deejay favorites charts were the McGuire Sisters, Jack Kane and Steve Lawrence (rumored about to sign with ABC-Paramount). Decca made two No. 1 slots, with the Tommy Dorsey-Warren Covington Band (most promising band) and Domenico Modugno's "Volare," the spianers' favorite single. Also scoring for Decca were Earl Grant and the Four Aces. Roulette's four-artists combo included Jimmy Rodgers (No. 2 most promising male singer), the Playmates and Count Basie, and Valerie Carr.

Registering two artists each were Cadence (Everly Brothers and Andy Williams), Kapp (Jane Morgan and Raymond Lovejoy), Atlantic (Betty Johnson and the Modern Jazz Quartet) and Epic (Lester Lanin and the Four Coins).

Labels showing up with one artist each on the charts were Felsted (Kathy Linden, No. 3 most promising female singer), Argo (Ahmad Jamal, No. 2 most promising instrumental group), Challenge (Champs, No. 3 most promising instrumental group), Ato (Bobby Darin), Imperial (Ricky Nelson), London (Ted Heath), Verve (Ellis Fitzgerald), Audio Fidelity (Dukes of Dixieland), Jackpot (Originals), Cameo (Appalachia), East-West (Kingsmen), Love (Cozy Cole),

D. J. Romance

Continued from page 52

believe it is believed they would have had a very hot LP, too.

As 1959 gets under way it can be expected that there will be more and more accent on deejay promotion on the part of film-owned labels. More and more sound-track sets will be sent to more and more deejays, and it can be expected that more actors, actresses, conductors, composers and others connected with the movie will be around to say hello to the jocks. And the deejays will get a chance to attend more and more screenings and more and more cocktail parties.

If you are a deejay, the movie industry—and its many subsidiary record firms—needs you.

which in itself would produce a better stereo sound.

However the multiplexing matter is now in the hands of the Federal Communications Commission. The problem is now being compared by some traders to the long hassle which developed in 1948-1950 over methods of color TV transmission. Others see it has something akin to the protracted battle of pay-TV interests vs. standard commercial television.

The best guesses indicate there'll be no FCC decision on multiplexing for a matter of months even though the Electronics Industry Association formally set up its Stereophonic Radio Committee Thursday (4) with the idea of studying all systems and eventually preparing recommendations for the industry.

Meanwhile, stereo on the air is expected to continue expanding on existing AM-FM-TV methods, with multiplexing growing slowly. And many record men have indicated that they are "all for it" despite the lack of the best quality of sound. "I'll watch their appetites by giving them a teaser of what it can really be like," said one confirmed proponent of the idea.

Jamie (Duane Eddy), Paris (Four Esquires).

In all, 29 labels were represented on the charts, in cases where artists have moved from one label to another during the past year, they were credited to the label which played the most important part in garnering jockey plays for the artists in 1958.

Jocks' Votes To Old Faves

Continued from page 1

Dooley," and the Tommy Dorsey-Warren Covington ork, which closed big with "Tea for Two Cha Cha." However, the fact that the Kingston Trio made both the best-selling singles and the LP charts at the same time gave them far greater deejay impact, and also Covington is new to the charts, the late T. D., of course, was a long-time jockey favorite.

The fact that the Kingston Trio's style is almost pure folk (rather than r.&r. or rockabilly) may have influenced the vote, since an overall study of the poll clearly indicates that the jocks personally prefer more sophisticated types of music (than their audiences), with considerable emphasis on swing and/or jazz names.

For example, the charts spotlight such jazz names as the Modern Jazz Quartet, Ahmad Jamal, Dukes of Dixieland, Jones, George Shearing, Stan Kenton, Ella Fitzgerald, June Christy, Ernestine Anderson, Four Freshmen, Dakota Staton, Hi-Lo's Ashtedley, Cory Cole, Count Basie, Ted Heath, Dave Brubeck, and the Art Van Damme Quintet.

Another interesting aspect of the 1958 popularity charts is the presence of several foreign artists and tunes, thereby indicating a growing preference by jocks for imported talent. "Volare," by Italy's Domenico Modugno (sung in Italian), was the jocks' No. 1 record choice, while Perez Prado's Latin-styled "Patricia" (also on the most promising band chart) was No. 4, and Dean Martin's version of "Volare" was No. 10.

Also present on the popularity poll were France's Raymond La Fèvre ork, Kapp; Esquivel's Latin band, England's Ted Heath, while Nat Cole's Spanish-lyric album, "Cole Espanol," made the favorite EP chart.

Even the Kingston Trio has an exotic flavor, since two of the boys in the group, Dave Guard and Bob Shane, were raised in Hawaii, where they learned to sing and play ukes on Waikiki Beach. The third member of the trio, Nick Reynolds, hails from California, but learned folk singing from his father, a naval officer, who picked up folk tunes during his worldwide jaunts.

36 Newcomers

Continued from page 51

NBC; the Three G's, "Let's Go Steady for the Summer," Columbia; Johnny Tillotson, "Dreamy Eyes," Cadence; the Lipheats, "Just Like in the Movies," Swan; Jerry Vale, "Go Chase a Moonbeam," Columbia; Jase Valli, "The Wedding," Mercury; George Young, "Nine More Miles," Cameo, and Dale Wright, "Please Don't Do It," Fraternity.

During the period from August thru November instrumentals made a strong resurgence. Rockaballs continued to be among the most-recorded type of song. Most artists continue to dominate the chart, but more gals scored during this period than in quite a spell.



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LOOK
AWAY**

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"WHOLE LOTTA LOVING"
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"SCHOOL ROOM ROCK"
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Ronnie Diamond
"CLOSE TO YOUR HEART"
"ZIG-ZAG"
#5554

Martin Denny, Jr.
"BOULEVARD OF BROKEN DREAMS"
"PROUD POSSESSION"
#5556

Francis Faye
"IT'S YOU I LOVE"—"MY BLUE HEAVEN"
#5546

Ronnie Beauville
"KING OF FOOLS"—"BLAME YOUR EYES"
#5559

Dorsey Burnette
"TRY"
"YOU CAME AS A MIRACLE"
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ANTI-PERSONALITY

Sparks Still Fly
In Format Fracas

NEW YORK—The big story this year in the deejay world was the plight of the name jockey. Increased friction between "personality" spinners and station management resulted in the exodus of several key disk jockeys from their respective outlets across the country.

Consistent rating victories by "Top 40"-styled outlets, continual efforts by stations to cut costs, disagreement on programming policies and freedom of disk selection—all these things worry many big name "personality" spinners today.

The situation was brought into sharp focus a couple of weeks ago when two veteran deejays, Martin Block, WABC, New York, and Bill Randle, WERE, Cleveland, held a joint discussion of the problem with a group of Columbia Records promotion men. Randle told the group that the name disk jockey will become as extinct as the Dodo bird if the trend toward disk programming by local station management continues to build in the industry. (See Vox Jox in this issue for more comments by Randle on trends in programming.)

Both Block and Randle said that they have contracts permitting them full control over their disk programming. However, Block said he had agreed to follow a top-sellers-type format at WABC. Then he deplored, "My ratings have never been lower."

Altho many name jockeys attack "Top 40" type programming as the reason for their plight, the problem for personality jocks apparently boils down to station management

programming of any kind, as opposed to personal disk selection by the jock himself.

For instance, Barry Kaye's recent parting from WAMP, Pittsburgh, was prompted when the NBC-operated station switched its format from top sellers to "sweet music only." Kaye, whose teenage following had made him the No. 1 and 2 rated jock in town for years, said his ratings declined when NBC converted his program to one stressing sweet music.

The battle between personality jocks and management was officially spotlighted at the Disk Jockey Convention in Kansas City, Mo., last March. The following month, five personality spinners, Dick Haynes, Gene Norman, Earl McDaniel, Duke Norton and Jack Smith, all exited from KLAG, Hollywood, following the station's switch to a "Top 40" policy, and station Presy Mortimer Hall told the press: "The day of the disk jockey is over with."

Veteran deejay Peter Potter, who had left KLAG, shortly before, opined at that time that KLAG's new policy spelled the demise of the personality deejay in radio.

In May another flurry of changes by key deejays took place in New York. Alan Freed moved from WINS to WABC; Art Ford left WNEV to become program director-deejay of WNTA, Newark, N. J., and Ted Steele switched from WOR to WMAC. At the same time, practically every New York station launched a flock of promotions, and programming gimmicks designed to lure listeners. Out in Des Moines that same

month, the area's key jock, Don Bell, left KIOA when management failed to renew his \$50,000 contract. At that time, KIOA management indicated they thought it senseless to pay for a high-priored personality when (in their opinion) audiences are won over simply by formula "Top 40" programming. Bell summed up his unemployment as "part of a nationwide situation" confronting the personality jock.

Last July George (Hound Dog) Lorenz (now with WHAY, Hartford, Conn.) quit his old post, WKBW, Buffalo, when the station went exclusively to a "Top 40" type programming format. Lorenz maintains that "Top 40" programming is "paralyzing record sales in many markets," basing his remark on a dealer's theory that kids won't buy hit disks when they can hear them on the radio "until it's coming out of their ears."


Meanwhile, management programming, particularly that of "Top 40" type outlets, continues to thrive both rating and saleswise.

Representing management's viewpoint, Michael Ruppe Jr., KWK, St. Louis, writes, "Controlled music" formats are needed! Ruppe contends that the average jockey is under such continual pressure today—because of increased number of releases, demands on his time for promotion, etc.—that "it's rather difficult for most personalities to keep fully-pace."

"This," continues Ruppe, "then becomes management's responsibility! The trend, as we can spot it, is for more and more stations to develop an over-all music image—one that takes into consideration current music trends and those responsible for selling it on the air—the disk jockey."


"Program directors are no longer what they once were. Someone

(Continued on Page 64)



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TOP TEN

Three Top Tunes Up for 2d Time

NEW YORK—Nine different publishers are represented in the list of 10 records voted this year's favorites by deejays. ("Volare" placed twice on the list.) Five are ASCAP affiliates and four are BMI.

No publisher dominates in the number or types of tunes chosen. Two songs are in firms owned by the artist who recorded them. These are "All the Way," which was published by Frank Sinatra's Maraville (ASCAP) firm, and "Mr. Success," in Barton (ASCAP), also a Sinatra firm.

Three of the songs are revivals of numbers that had previously

made lost for their publishers. Tommy Edwards recorded "It's All in the Game" several years ago, and it was somewhat a hit for him at that time. "Fever," by Peggy Lee, also underwent a second time as a best seller, having been previously recorded by Little Willie John. "Tom Dooley" has long been a folk favorite.

Publishers and tunes placing on the deejay's top 10 favorite singles list were, in the order named, "Volare," Robbins, ASCAP; "It's All in the Game," Remick, ASCAP; "Everybody Loves a Lover," Karwin, ASCAP; "Tom Dooley," Beechwood, BMI; "Patricia," Peer, International, BMI; "Fever," Lois, BMI; "All the Way," Maraville, ASCAP; "Mr. Success," Barton, ASCAP; "All I Have to Do Is Dream," Acuff-Rose, BMI, and in 10th place another version of Robbins' "Volare."

L. A. Dealers

• Continued from page 53

issues (see The Billboard, October 13), consists of the station contracting to air for a fee a given new release according to a pre-set schedule of eight plays per day for a 10-day period. Station boosted its price from \$275 to \$400. KDAY has lined up a Western network of stations, willing to ride specific disks for a 10-day period for a total of \$1,200. Markets covered in addition to Los Angeles are Seattle, Portland, Sacramento, Stockton, San Francisco, San Diego and Honolulu. KDAY's power will be boosted to 30,000 watts by January 1. Resulting increase in rate will hike the \$400 to \$700 cost to get eight exposures over a 10-day period. If a manufacturer wants to buy the other markets, price will then go up to \$1,500.

Format Fracas

• Continued from page 63

suggested that the title be changed to Program Controller for that's what they appear to be doing in great quantity lately—controlling the music policy of the station as well as other activities. There is also a noticeable trend for program directors in music and news stations to be responsible for the main promotional activities."

COPIES

THE FOUR



Thanks, D.J.'s, for your help in making ours
the hit version!

"THE WORLD OUTSIDE"

Epic 5-9295



A PRODUCT OF CBS • "Epic" Record Inc. "CBS" T.R.

SCANDINAVIAN CATS

Dig Low Price LP's; Disk Clubs

STOCKHOLM — Low-price album operations and the inauguration of the nation's first mail order record club are the latest developments on the disk scene here.

BFB Records has become the pace - setting, low - price LP line. The label is operated and distributed by Bonniers Folkhögskola, a firm which publishes pocket - size book editions. Sales are accomplished largely thru the outstanding booklets which also handle the paper backed books of the firm.

Material from the American Tops label and Bell Records (of the American Pocketbook firm) are being brought out here on BFB to great advantage according to officials. These are described as being the best sellers by far of current material in the line. Most successful of the Tops editions is the Lena Horne album, according to a spokesman for the Bonniers firm. BFB 12-inch LP's sell for about 16 kroner (the equivalent of about \$3).

Simon Brehm, one of the execs of Karusel Records here reports on the recently formed Swedish Disque Club, which unlike American record clubs, handles all record labels in the country. It is operated by interests not directly engaged in the production end of the record business.

Also noted here by Brehm is the "fantastic state of the EP market, with sales roughly five times that of singles." Price of an EP is nine kroner, or about \$1.65. The title "King of Rock," here has been unofficially given to an artist known as Little Gerhard, who broke on the

scene about six months ago. According to Brehm, "he plays guitar and shouts."

Brehm also noted that a big EP here can go as high as 100,000 copies sold. As far as American artists are concerned, he added that "Sinatra, Paul Anka and Presley are simply fantastic." It is noted, too, that the "My Fair Lady" original cast set is very big even before the opening of a Swedish version of the hit show, "sometime early next year." "We Swedes also dig the American jazz the most," asserted Brehm, who is also personal manager of Italian singer, Umberto Marcatto, who is released in the States on Kapp Records.

Sales of record players, tape equipment and platters are being pushed here, with RCA and the Philips firm plugging their spinners, platters and other items. The hula hoop craze has also taken hold and is being boomed via demonstrations in department stores, making use of both American and domestic recordings of the "Hula Hoop Song."

The first "record club" in Denmark was launched during November. It is called "Fona Club," and is being plugged with big display ads in the daily sheets. Membership costs equivalent of 15 cents. But includes cut-rates on platters and a "rebate" system which nets buyers of four records a fifth one, gratis. "Fona" has a number of retail outlets - Radio, TV, Phonos, etc. - in the city, which are also plugging the club via window displays.

Only a limited number of stereo

AMC TABS PIANO RENAISSANCE

NEW YORK — Pianos are experiencing a return to popularity, according to a survey by the American Music Conference. AMC states that of the nation's 30,000,000 amateur musicians, approximately 20,700,000 play piano.

The telephone survey, which tapped 3,888 homes in 73 cities through 33 states, Hawaii and the District of Columbia, indicated that "almost one in four families currently has one or more members learning to play the piano."

Vet Drummer Passes at 54

CHICAGO — Daniel Alvin Vinello, widely known as Danny Alvin, Dixieland band leader and drummer, died Dec. 6 at the age of 54.

Before forming the Kings of Dixieland 11 years ago, Alvin played in the bands of Wavne King, Bobby Hackett, George Brunin and Eddie Condon over a 40-year career. He first gained notice in 1920 when Sophie Tucker lined him up with the Kings of Syncopation, then part of her troupe.

phone records are on display as yet and the introduction of the various new forms of music is very gradual, though there have been a few "demonstrations" of some of them usually in halls of limited capacity. German manufacturers are better situated to introduce their products in these lines but have not yet showed much activity.

\$\$\$\$-MINDED DEALERS ONLY:

NEXT 2 WEEKS MEAN 20% OF 1958'S VOLUME. WE HAVE TOP-SELLING MDSE. FOR XMAS SEASON ON HAND—SHIP SAME DAY.

Chicago, Atlanta, Dallas Stores, cut your shipping charges. We Service 33 States Overnight.

LOW—LOW PRICES—45—EP—LP

We Supply "Big 20" Hit Sheets to Speed Ordering.

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AMERICA'S NEWEST SONG SALESMAN

ROLLIE MCGILL

AIN'T
GOING
STEADY
ANYMORE

GO ON
LITTLE
GIRL
JUNIOR #396

Season's Greetings
—and Dee Jays,
Thanks for All
Those Spins
—ROLLIE

PERSONAL
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among all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

Thanks, D.J.'s for your help in making another hit for me

"PLEDGING MY LOVE"

b/w "My One and Only Love"

5-9294

The original hit from Roy's best-selling album "With All My Love" (LN 8519)

A PRODUCT OF CBS © "Epic" Music Inc. 1958 T.M.

Customized Stereo Booms in Phoenix

PHOENIX, Ariz. — Concentrating on custom-engineered stereo systems for new homes under construction is the main circuit route components, according to Robert Tang, operator of the High Fidelity and Sound Systems store here.

Tang, who has been in active operation in a Phoenix suburb for the past three years, operates what at first glance seems to be a typical record and high fidelity retail store. The store is divided into a record department along the right front wall, and two separate, enclosed studios, one for complete cabinet sets in high fidelity and stereophonic equipment and another for components. At the rear is a big, well-equipped shop, which includes a drawing board and all accessories.

Actually, however, custom-engineered installations of high fidelity and stereo equipment are the big end of the firm's business, and surprisingly they are closely tied to success of sales "over-the-counter" sales. The index of custom systems being installed is always a key to standard retail sales. "If one drops off, the other will drop off too," Tang says. "For that reason, we think that it is a mistake to attempt to specialize in either."

Ideal Prospect

From the outset, the High Fi-

MULTIPLEXING

Fisher Unit Brings in Stereocasts

NEW YORK — Fisher Radio, Long Island City manufacturer of high fidelity components, has introduced a multiplex adapter for receiving FM stereo broadcasts. The adapter is designed to work with the Crosby multiplex system. It can be used with a stereo sound system or connected directly to FM or AM-FM tuners equipped with a multiplex jack.

Designated the MPX-10 adaptor, the unit contains a number of exclusive features. One is a highly balanced matrix stage for complete separation of the two stereo channels. Special feedthrough connections permit standard AM and FM signals to pass thru the adaptor when multiplex stereo is not being received. This provides permanent connections for reception of both standard and multiplex broadcasts and saves two input jacks on the control amplifier for use with other program sources.

The multiplex adapter is produced by Fisher under a licensing agreement with Crosby Laboratories, which developed the compatible multiplex stereocasting FM system. This type of broadcast, now being undertaken on a limited experimental basis by a number of FM stations is awaiting approval of the Federal Communications Commission. It is a fully compatible system in that it permits stereophonic reception of the broadcast through a unit equipped with a multiplex adaptor and a monophonic reception by those which are not.

The model MPX-10 adaptor is housed in a steel cabinet. It will retail for \$79.50; cabinet \$12.95.

delity and Sound Systems shop has gone after "the ideal prospect" — who is a man building a new home, into which the sound system can be incorporated just like the plumbing and heating systems. While Tang doesn't hesitate, of course, to install big, complex stereo systems using both stereo phonograph and tape recorders in existing homes, he prefers to "start from the ground up, and to engineer the system while the project is still on the drawing boards. This means, of course, that he must contact homeowner prospects before the actual construction begins.

There are several reasons convenience being one, but most important the fact that the stereo prospect is usually impressed with the idea of engineering a stereo system into his home with twin speakers in every room.

Reaching Prospects

Tang gets his prospective home builders from many sources, including Dodge Reports, continuous contacts with custom builders in

(Continued on page 85)

DON'T INHALE

FTC Rules On 'Atomic' Accessory

WASHINGTON — Hi-Fi Accessories Company, of 33 East 60th St., New York City, has agreed to Federal Trade Commission action that its "Atomic Dust-Chaser" is clearly indicated as containing radium sulfate. The device is an attachment for record player arms, and cannot be represented as harmless, unless it is clearly stated that user must not inhale or ingest the radium sulfate. FTC also wants it made clear that the device is not to be handled by children. Harold Shevry, owner of the company, has agreed not to make sales in interstate commerce unless warning notices are posted on the device or its permanent container or carton. Agreements of this type do not constitute admission of law violation by the parties involved.

Sylvania Has Transistor Clock Radio

NEW YORK — A cordless, transistorized clock-radio, introduced by Sylvania. The Player Timer (Model 3406) operates on seven transistors and a germanium crystal diode. It is the Player Timer operates on six-inch speaker and has a full-feature timer with automatic wake-up and sleep switch.

The portable set, finished in hand-stitched, top-grain steerhide case, will carry a manufacturer's suggested list price of \$69.95. The Player Timer operates on six "C" flashlight batteries for up to 200 hours of normal playing time. The entire back of the luggage type case snaps open for easy access to the battery pack. The set has full-form mother-of-pearl inlay with contrasting clock face. It is equipped with an adjustable carrying strap which can be removed for indoor use.

Hi-Fi Assn. Shows Gain In Eight Years

NEW YORK — In eight years, the high fidelity component market has gone from an annual volume of \$12,000,000 to \$280,000,000, the 1958 record high figure. These figures were revealed by George Silber, chairman of the Institute of High Fidelity Manufacturers, in a December message to the Institute membership.

Silber also estimated that sales would reach \$300,000,000 in 1959. He pointed out that the work of the Institute would aid manufacturers in reaching this goal by fostering interest in component high fidelity on the consumer level.

Execs Prefer Phono, Radio, Recorder Gift

WASHINGTON — Business executives across the nation want phonos, tape recorders and radios for Christmas gifts, according to a survey of 6,000 executives conducted by Ernest E. Blanche & Associates, Inc., Kensington, Md. Alto top choice for Christmas gift went to movie cameras and electric shavers, the next three topgers on execs' Santa preferences were Hi-Fi radio-phonograph, Hi-Fi tape recorder, and portable transistor radio.

The top 20 Christmas items most popular with execs, out of a listing of 10,000 items, included AM-FM radios and hi-fi record players, 9th and 13th on the list respectively. In short, 20 per cent of the preferred items were along music lines.

Being executives, those polled were no pikers on price. The preferred price range for hi-fi radio phonographs and hi-fi tape recorders was from \$300 to \$500; portable transistor radio, \$50 to \$85; (Continued on page 85)

MODEL 250

New Power Amplifier From Scott

NEW YORK — H. H. Scott, Ltd. announces a new power amplifier. Called the Model 250, this new amplifier features a development called "Power-Balance Circuitry." This development assures the music-lover of virtually unmeasurable distortion whether operating his high fidelity system at low levels or at full-room volume, and the firm. The 250 automatically adjusts to any requirements made upon it.

The Model 250 delivers 40 watts of power, 80 watts instantaneous peak power. Frequency response is flat from 12 to 40,000 cps.

Styling makes the model 250 40-watt power amplifier suitable for open shelf or bookcase installation. It measures a compact 13 inches wide, nine and one-half inches deep, and seven inches high. Price east of the Rockies is \$119.95 west of the Rockies \$122.95. Accessory case is \$10, East Coast—\$11, West Coast.

NEW SYLVANIA PHONOS

Self-Contained Consoles

MODEL 4706—Three-way custom de luxe, four-speed changer, 40-watt amplifier, five speakers, diamond needle, tweeters and mid-range speakers in their enclosures may be either played inside cabinet or removed up to 12 feet from set, simulant AM-FM receivers play thru separate amplifiers and speakers for stereocasts. Finishes: mahogany, blood oak, ebony or walnut veneers. Price: \$595.

MODEL 4324—Three-way customer de luxe Danish modern, four-speed changer, 40-watt amplifier, five speakers, diamond needle, tweeters and mid-range speakers may be removed in their enclosures from main cabinet for extended stereo effect. Finish: walnut veneer. Price: \$399.95.

Two-Unit Stereo Consoles

MODEL 4705—De luxe room divider, four-speed changer, 20-watt amplifier, four speakers, AM-FM tuner, diamond needle, used in combination with any of Sylvania companion speaker amplifier combos for stereo (see below). Finishes: grained mahogany or blood oak. Price: \$399.95

MODEL 4321—Same as above but without AM-FM tuner. Price: \$279.95.

MODEL 4703—De luxe four-speed automatic, 20-watt amplifier, three speakers, AM-FM tuner, diamond needle, used in combination with companion speaker amplifier combos for stereo. Finish: grained mahogany or blood oak. Price: \$299.95.

MODEL 4318—De luxe four-speed automatic, 15-watt amplifier, three speakers, dual sapphire needles, used in combination with companion speaker amplifier combos for stereo. Finish: grained mahogany or blood oak. Price: \$219.95.

MODEL 4315—Same as above in "console" cabinetry. Price: \$189.95.

Self-Contained Portables

MODEL 4422—De luxe four-speed automatic, full stereo, four-watt amplifier, dual sapphire needles, detachable lid with speaker enclosure and 12-foot connecting cord. Finish: aqua and colonial white. Price: \$139.95.

MODEL 4413—Manual four-speed, full stereo, three-watt amplifier, dual speakers, detachable lid with speaker enclosure and 12-foot connecting cord. Finish: gold blend and white. Price: \$69.95.

Companion Speaker-Amplifier Combos

MODEL SC08—20-watt amplifier, five speakers, can be used for second channel for stereo with master models 4705, 4321, 4703, 4318, 4315. Finish: grained mahogany or blood oak. Price: \$140.

MODEL SC05—14-watt amplifier, five speakers, can be used for second channel for stereo with master models 4705, 4321, 4703, 4318, or 4315. Finishes: grained mahogany or blood oak. Price: \$140.

NOTE: All master units are equipped with crystal stereo cartridge.

THREE-WAY SOUND

Sylvania Shows Stereo Phono Line From \$69.95

NEW YORK — Sylvania is introducing a full new line of stereophonic phonographs. Included are two self-contained units which provide what Sylvania calls "three way sound." This means that the "best" of the "best" sound is achieved with "simulant" radio receivers. The firm emphasizes high styling throughout the line.

The "three way sound" effect may be described as flexibility in speaker arrangement. As described by Sylvania, the units will play monaurally, companion stereophonically, and extended stereophonically.

The instruments include seven consoles, two portables and two furniture type speakers and amplifier satellite combinations. They range in price from \$69.95 to \$595. A "compact stereo" effect is obtained when the set's five speakers are contained within the console. "Extended stereo" is achieved when two small compartments, each containing one high frequency speaker, are removed from the console and placed at desired distances away from the master unit.

The speaker compartments are recessed within the console and slide out easily when "extended stereo" is desired. The compartments, finished in veneers and grille cloth matching the console, are connected to the master unit by 12-foot extension cords. The cords reach out of sight when the

compartments are in the console. The amplifiers and sub speaker are stationary in the master unit.

Custom de luxe Models 4706 and 4324 are equipped with the special direction speaker arrangement. Model 4706 also is equipped with simulant AM and FM receivers. These receivers operate independently of each other to reproduce the full range of frequencies. They are equipped with separate amplifiers and speakers, thus providing stereophonic realism to radio broadcasts.

The two models have dual-channel amplifiers, producing 40 watts total power with minimum distortion. Five of the consoles have dual diamond-sapphire stylus. The entire line has a frequency range of 50 to 15,000 cycles.

All two-unit sets consoles are designed for stereo sound reproduction. They may be bought separately for monaural use in combination with a satellite speaker-amplifier for stereo sound. The complete two-unit stereo systems have up to eight speakers with dual amplifiers producing up to 40 watts.

The two portables, Models 4422 and 4413, are self-contained stereo units with dual speakers and dual channel amplifiers producing up to 4 watts total power. One speaker is contained in the portable which can be placed up to 12 feet away from the master unit.



Thank you, DJ's...
for your hand in spinning
our records so high!

The Everly Brothers

The Chordettes

Andy Williams

Johnny Tillotson

Martha Carson

Archie Bleyer

Taped Background Music System Bows

SKOKIE, ILL. — Stereophonic Automation Corporation newly-formed company here, this week debuted its first background music unit, the Fidelivox 100-6. The Fidelivox tape playback plays automatically an endless monaural music tape at 3 3/4 inches per second and lists at \$170. The self-sustaining unit is compact, measuring nine inches high by 15 by 13 inches.

The Fidelivox background music unit is fully automatic, with half-hour, full-hour or two-hour

magazines of tape interchangeable. The Fidelivox magazine is merely slipped in along the right edge of the tape deck as a guide. This action engages the tape cartridge and sets the playback unit in motion. Magazines may be changed simply by extricating the magazine that is playing and inserting a new one along the right guide line. To avoid tape "tits," the capstan rubber idler is never against the tape.

(Continued on page 105)

Jensen Tells How to Tell Good Diamonds

CHICAGO — Heavy stress on quality of diamond needles is being made by Jensen needles in a new campaign.

Everybody knows an automobile can mean anything from a jalopy to a Cadillac, says Jensen, yet they expect all diamond needles are alike. The problem is intensified since the advent of stereo.

Working thru its distributors, Jensen spells out these differences in a variety of visual merchandising aids. Window streamers, easel cards, giveaways, wall charts and rack displays are supplied to dealers to underline Jensen quality and build brand-consciousness.

Specifically, Jensen seeks to get these ideas across to the retailer and then to the customer:

1. Many diamond needles are made from tiny diamond slivers. In better needles only larger more expensive stones for greater strength and durability are used. These are refined down to needle size.
2. Not all diamonds are "grain-oriented." As in any given stone, one grain will have 10 times the ability to resist abrasion as the other. This fact is used to add built-in stress-resistance in better diamond needles.
3. Cheaper diamond needles tend to have inferior finishes. Their tips are roughed off instead of polished in an effort at manufacturing economy. Diamonds like these can damage records badly, gouging tracks of valuable records.

(Continued on page 83)

WESTERN WINNER

Profit Priming Display Cops Contest Prize, Too

By BOB LATIMER

OCDEEN, Utah.—St. Valentine's Day is the ideal opportunity to sell a worthwhile batch of phonos and portable television sets, if the dealer does a vigorous job of suggesting them as Valentine's Day gifts for women, according to Lee Nichols, Lee's Appliances here.

Nichols used a round dozen photographs and portable TV's as "sweetheart gifts" during the last Valentine's Day season. He spent \$20 for a colorful window display. The theme was carried out with three big Valentines cut from bright red paper, trimmed with white lace paper, and for an original touch, consolidated all three February holidays (St. Valentine's Day, Lincoln's birthday, and George Washington's birthday) with portraits of each historic figure in the center of a valentine. Copy on a sign in the background identified a popular line of phonos as "America's Sweetheart," while smaller signs thru the window suggested, "Give her a really personal gift—her own portable TV." Two console sets were included in the display, but it was the portables which Nichols expected to sell.

Every person attracted by the display was reminded of the forthcoming St. Valentine's Day with the suggestion that units bought on easy budget payments, would be a lasting "gift which keeps on giving."

At the same time, many husbands who were known to have considered a purchase at one time or another were telephoned, with the suggestion that they "buy now and make Valentine's Day a celebration." Nichols built all of the

elements of the window himself except for a ready-made background provided by Hotpoint, and was delighted when his handiwork won a prize in a national window trimming contest staged by that firm.

Glaser-Steers Has Plastic Player Cover

NEW YORK — Glaser-Steers Corporation, Newark, N. J., has announced a new rigid, tinted plastic cover which fits over its Stereo GS 77 high fidelity record changer and keeps it completely clean at all times.

Not only does the cover protect the changer when stored, but it allows freedom of operation of the mechanism when in use, so that records and changer are kept dust-free during hours of operation.

Jon Hauser Associates, Industrial design organization, designed the cover. This is the same firm which designed the Stereo GS 77 changer itself, and they have incorporated in the dust cover a unity of appearance to carry thru to the changer, as well. The cover is attractively functional, and complements the decor of the components in a high fidelity system on the shelf. The dust cover lists at \$9.75.

THE TRADE'S MOST EXCITING NEW HITMAKER!

LEONARD CAPELLO

COTTON CANDY

b/w

TOODLES

RIC #960

Jacks, hope you like my newest—please let me know if you haven't received your copy —Leonard

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his magic horn and orchestra

MANY, MANY THANKS, DEE JAYS FOR YOUR SPINS ON "THE MAGIC HORN" ALBUM AND OUR LATEST RELEASE, "BOURBON ST. BLUES" b/w "MARDI GRAS MARCH." HOPE TO SEE AND TALK TO EACH AND EVERY ONE OF YOU SOON.

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Plaza 1-7070

Audio Feedback

By RALPH FREAS

HI-FI INDUSTRY VIEW

Abe Schwartzman at the Institute of High Fidelity Manufacturers calls attention to an important luncheon for the electronics industry being held this week. It's the Pace Luncheon this Wednesday at the Governor Clinton Hotel. Principal speaker is Ken T. Betts, director and vicepres of the National Credit Offices, who will talk on "We Can Seat 7—A Preview of the Electronics Industry for 1959". The cost is \$5 for the lunch and Abe points out that it's important to every component manufacturer.

MAKE IT LOOK GOOD

Sherwood Electronic Labs (Chicago) is offering module type cabinets for component fanciers. The cabinets will blend with either modern or traditional decor, according to Sherwood. They feature movable shelving to accommodate any kind of tape deck, amplifier, tuner, etc. Finish is mahogany or walnut with natural case detailing. The consoles and cabinets are either 18 or 26 inches wide and 22 inches high and 16 inches deep. Smaller equipment console can also be used for record storage.

TAPE PROMOTION

Three minutes of the DuPont TV "Show of the Month" will be devoted to the use of recording tape. Firm plans to push the merits of Mylar on the show which will be seen by an estimated 35 million people. Viewers will see how the same Mylar they use in their home recorders is used for tracking missiles, for video recording, etc. Strength and durability of the tape will be stressed.

"LOUDSPEAKERS" REVISED

That well-known book in the audio field, "Loudspeakers" by C. A. Briggs, is now available in a new, revised edition. Originally published in 1948, it has been reprinted 15 times. The first edition was little more than a booklet. It consisted of only 80 pages. The current edition, by way of contrast, is a 336-page volume. All aspects of the design and performance of loudspeakers and enclosures are dealt with in non-technical terms. Besides the greatly expanded text, 190 illustrations have been added to the new edition.

DROP DEAD WITH YOUR REVIEWS

Speaking of speakers, the December issue of Audio magazine takes swipes at "the country's self-styled leading consumer reporting organization." It seems this consumer reporting org recently developed a big bunk of an issue rating various loudspeakers. Audio's editorial rightly points out that the choice of a loudspeaker is an "entirely subjective one." The customer should listen to a number of good loudspeakers and then choose the one that sounds best to his ears. Says Audio: "No one can tell you how much sugar to put in your coffee to make it taste right to you; no one can tell you which loudspeaker will sound best to you. Listen for yourself."

SUN RADIO TAKES DESIGN PRIZE

Hoffman's solar-powered radio has been accepted and is being displayed as an example of "excellence in design and function" by the Fifth California Design Exhibition. The radio operates on light converted into electricity thru a panel of silicon junction solar cells built into the top of its plastic case. A four-volt mercury battery operates the six transistor receiver when light is not available. The exhibition, beginning in Pasadena January 11, will go on national tour.

MESSAGE FROM MEXICO

The Fourth Feria de Alta Fidelidad (hi-fi fair) has come and gone and our good friend Benjamin Cardenas del Rio, president of the show, has just submitted his report. Says he: "All the exhibitors were very satisfied with the immediate returns notwithstanding the many prospects for the future in such a way that all the exhibitors decided to extend the show three days more." Among the American visitors to the show were Doug Hudson of Fidelityone, Harold Blumenthal of Shure Bros., Jay Lasker of Kapp Records and Pete Stapleton of Hi-Fi Records.

HOW TO PUNISH TAPE

A small object ejected from the nose cone of an Atlas missile was found November 22 by fishermen in Caribbean waters. Inside the capsule was a tape recording containing information about the heat and other forces imposed on it as it dove from airless altitudes at 10,000 miles an hour. The capsule with its precious tape spent 10 weeks in the South Atlantic. Despite the long exposure, 85 per cent of the scientific information was salvaged. The tape used was Soundcraft Type A Instrumentation tape.

MINIATURIZATION FORCES AHEAD

Emerson Radio announces that a patent has just been issued on several new devices developed in its laboratories. One is for a tuning device that eliminates the conventional variable condenser or sliding tuning cores now used in radio receivers. It uses ferrites for high frequency elements and a small permanent magnet as the tuning element. This does away with bulky variable condensers and their coils and lends itself to miniaturization of radio receivers. Other patents were issued on a method of testing printed circuits and a miniaturized variable capacitor which can be mass produced.

Many thanks for your warm support

ERROLL GARNER



THE YEAR'S MOST EXCITING NEW VOICE!

HIT!
AFTER
HIT!
AFTER
HIT!

JIMMY CLANTON



SEASON'S GREETINGS
AND MANY THANKS,
DISK JOCKEYS,
FOR YOUR HELP ON

My First One!

"JUST A DREAM"

ACE #546

and

"A PART OF ME"

ACE #551

AND WATCH FOR
MY NEW ALBUM
"JUST A DREAM"

"LETTER TO AN ANGEL"

ACE #551

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Personal Mgt.

COSIMO V. MATASSA

Exclusively

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Merry Christmas
Happy New Year



THE FOUR

CHECKERS

Composers of "SHIELA" and "BROKEN HEART"

LP'S

\$2.47—\$3.10—\$3.70

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (Humboldt 6-5204)
6920 S. HALSTED, CHICAGO 21, ILLINOIS (Bradfield 2-3144)

SINGER ONE STOP

45's — 65's

75's — 76's

Free Ship's

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING DECEMBER 4

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Business of New York University.

This Week	Last Week	Weeks on Chart
1. Sing Along With Mitch	1	23
Mitch Miller, Columbia CL 1160		
2. South Pacific	2	38
Sound Track, RCA Victor LOC 1032		
3. Tchaikovsky Piano Concerto No. 1	3	20
Van Cliburn, RCA Victor LM 2252		
4. The Music Man	5	42
Original Cast, Capitol WAO 990		
5. Only the Lonely	4	12
Frank Sinatra, Capitol W 1053		
6. More Sing Along With Mitch	6	6
Mitch Miller, Columbia CL 1243		
7. Gigi	8	26
Sound Track, M-G-M E 3641 ST		
8. The Kingston Trio	7	7
Capitol T 996		
9. But Not for Me	11	13
Ahmad Trio, Argo LP 623		
10. My Fair Lady	9	141
Original Cast, Columbia OL 5990		
11. Johnny's Greatest Hits	10	36
Johnny Mathis, Columbia CL 1133		
12. Christmas Sing Along With Mitch	19	2*
Mitch Miller, Columbia CL 1205		
13. South Pacific	13	216
Original Cast, Columbia OL 4180		
14. Swing Softly	14	13
Johnny Mathis, Columbia CL 1165		
15. Stardust	15	22
Pat Boone, Dot DLP 3118		
16. Belafonte Sings the Blues	16	6
Harry Belafonte, RCA Victor LOP 1008		
17. King Creole	17	14
Elvis Presley, RCA Victor LPM 1884		
18. Merry Christmas	—	1*
Johnny Mathis, Columbia CL 1195		
19. The Fabulous Johnny Cash	20	2
Columbia CL 1253		
20. Gems Forever	—	19
Mantovani, London LL 3032		
21. Merry Christmas	—	1*
Bing Crosby, Decca DL 8123		
22. Oklahoma!	2	164
Sound Track, Capitol SAC 595		
23. Perry Como Sings Merry Christmas Music	—	1*
RCA Victor LPM 1243		
24. Warm	18	41
Johnny Mathis, Columbia CL 1078		
25. The Late, Late Show	—	36
Dakota Staton, Capitol T 878		

*The weeks on chart for Christmas albums indicate the number of weeks that these LP's have appeared on the best selling chart for this year only.



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

SONGS OUR DADDY TAUGHT US

The Everly Brothers—Cadence CLP 3016

The Everlys have another sock album in this collection of old folk tunes—"Barbara Allen," "Rowing Gambler," "Who's Gonna Shoe Your Pretty Little Feet," etc. The tunes—all favorites of their folk singer-father like Everly-weren't in the boys' usual rockabilly groove, but should find favor with their fans as well as country and folk music collectors. A solid dual market entry. Sock display value in cover shot of boys.



JOHNNY CASH SINGS THE SONGS THAT MADE HIM FAMOUS

Sun SLP 1235

Title of this package explains it perfectly. The chanter's big ones are here, such as "I Walk the Line," "The Ways of a Woman in Love," "Big River" and many more which he recorded for Sun. Cash has been extremely stable as big selling artist and should do very well with this collection.



FLOWER DRUM SONG

Sound Track—Columbia OL 5350

The latest Rodgers and Hammerstein show received favorable reviews from the critics, and it appears headed for a long run. The bright and attractive score is given first-rate performances by principals, Pat Suzuki, Mizuho Umeki, Larry Blyden and Juanita Hall. The set should prove a healthy item salewise.



WONDERFUL TOWN

Television Cast—Columbia OL 5360

This package by the original cast of the television production is destined to pull sales. The CBS show presented on November 30 was a highly successful transposition and received raves from all quarters. The vitality of the cast, especially Russ Russell, comes thru on the disk and the full value of the music by Leonard Bernstein and lyrics by Betty Comden and Adolph Green can be appreciated by the listener. Dealers would be wise to give this cover window space and the contents exposure over their loudspeakers.



THE WITCH DOCTOR PRESENTS DAVID SEVILLE AND HIS FRIENDS

Liberty LRP 3092

Seville has a potent package which includes some of his past singles hits and new material. As a novelty item, it's a clever and refreshing package that should move well among all age groups. With the Christmas season, it's also an excellent gift item. Cover sketch will help attract. Numbers include "Witch Doctor," "Gotta Get to Your House," and "Bird on My Head."



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----- Pop EP Albums -----

WHEN YOU COME TO THE END OF THE DAY

Perry Como with Mitchell Ayres Ork & the Ray Charles Singers—RCA Victor EPA 4326

From Como's recent LP of religious and inspirational songs comes this group of four. One of the tunes, "I May Never Pass This Way Again," was a hit for Como in England, while "He's Got the Whole World in His Hands," was a hit here earlier this year via other artists. Other selections are "A Still Small Voice," and the favorite, "When You Come to the End of the Day." A strong set of readings with a highly displayable cover shot.



----- Pop Special Merit Albums -----

HOLIDAYS FOR PERCUSSION

The New York Percussion Trio—Vox VV 25.740
+ST-VX 25.740

STEREO

Here is an excellent album for stereo addicts. The sound is fine and its use—via overdubbing and other gimmicks—provocative. The performances are also rewarding from a purely listening point. Selections—all tasteful jazz-flavored instrumentals—include "Halloween Witch Hunt," "Easter Parade," and "Jingle Bells Samba."



----- Ballet Albums -----

DELIBES: SYLVIA

(2-12") The London Symphony Orch. (Fistoulari)—Mercury OL 2-106

On the heels of its recent complete recording of Delibes' ballet "Coppelia" comes this fine complete waxing of Delibes' other popular ballet score, "Sylvia." It is played in magnificent style by the London Symphony Orchestra under the powerful baton of Anatole Fistoulari, and the recording is excellent. It is packaged beautifully with a cover picture that spreads over both leaves of the two LP set and with the inside leaves containing much info about the ballet, plus pictures. A must for balletomanes and a fine package sale for Christmas along with "Coppelia."



----- Band Albums -----

THE QUEEN'S BIRTHDAY SALUTE

The Herald Trumpeters & Band of the Royal Regiment of Artillery (Hays)—Vanguard VRS 9038 & VSD 2011

STEREO & MONAURAL

This one is really tops as a stereo sound entry. There is plenty of pomp here with the artillery band captured going thru its paces at the Hyde Park Parade Ground in London. Movement of the ceremony of the Queen's birthday with the bandmen parading up and down is faithfully recorded. The sound of the band itself is really top. A great set for fans of martial material and as a demo for the stereo rig—in the home or in dealers' showrooms.



----- Classical Special Merit Albums -----

OFFENBACH: THE TALES OF HOFFMAN

(3-12") Mattiwilda Dobbs, Soprano; Leopold Simoneau, Tenor; Various Artists with the Chorus & Orch. of the "Concerts de Paris" (Le Conte)—Epic BSC 101

STEREO & MONAURAL

The meticulously recorded work should score with opera devotees. The principals, soprano Mattiwilda Dobbs and tenor Leopold Simoneau, offer performances to match those of any available of the Offenbach opera. Stereo gives the recording real dimension. The set should appeal to the opera lover. Attractive packaging includes a translation.



(Continued on page 72)

ALBUM COVER OF THE WEEK



CHASIN' GANG SONGS, Elektra 158. Intensely dramatic cover photo by George Fikow of a prisoner's feet bound in chains perfectly sets off album's contents. It will evoke deep feeling as well as encourage sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 6

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. KING CREOLE, VOL. 1...Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2...Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS...Sun EPA 111
4. HYMNS...Tennessee Ernie Ford, Capitol EAP 1-758
5. STAR CAROL...Tennessee Ernie Ford, Capitol EAP 1-1071
6. THE EVERLY BROTHERS...Cadence CEP 107
7. SOUTH PACIFIC...Original Cast, Columbia EPA 850
8. THE FABULOUS JOHNNY CASH...Columbia B-12531
9. THE LATE, LATE SHOWS...Dakota Station, Capitol EAP 1-876
10. COMO'S GOLDEN RECORDS...Perry Como, RCA Victor EPA 5012

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• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★★—Good Potential—Will Sell
 ★★★—Moderate Potential—Salable Qualities
 ★★—For dealers who stock all merchandise.

POPULAR ★★★

★★★★ SONGS FROM GREAT FILMS
 Mercury CD 6007

STEREO & MONAURAL

The package has been selling well in monaural form. It seems it's likely to be even a better seller. The arrangements sound as they were done with stereo in mind. The lush settings recorded from several recent films make this a strong item. Selections include "Three Coins in the Fountain," "Bird in the Hand" and "Climax."

★★★★ THE GREATEST HITS

Tommy Bond, Columbia CL 1219
 This release is a collection of Tony Bennett's best-selling single recordings such as "Asa Sings to Richard," "Stranger in Paradise," "Cold, Cold Heart," "Because of You" and "The Middle of an Island." Little doubt but that this set is a strong one for Bennett's large and avid following.

★★★★ THE MUSIC OF LEROY ANDERSON, Vol. 1

The Eastman-Rochester Pure Disc, (Federal, Mercury SR 9989)
 STEREO & MONAURAL
 Superior sound was a strong selling point for this package in the monaural field, and it is an even stronger sales asset on the stereo market. The Eastman group offers light classical but rhythmical orchestral performances of a group of infectious Anderson tunes. Spinnable wax.

POPULAR ★★★

★★★★ FRANKIE LAIN'S GREATEST HITS
 Columbia CL 1231

A generous sampling of the cheery big hits of pre-rock and roll era. "Your Cheatin' Heart," "High Noon," "Moonlight Gambler," "Jambalaya," "Lucky Old Sun" are typical. Performance area, of course, in the strident manner of the cheater.

★★★★ BEING — A MUSICAL AUTOBIOGRAPHY

Big Crosby with Buddy Cole Trio, Decca DL 9424
 This is the second of the first records in the Big Crosby album to be released on its own. It covers the years 1914-1941.

The Original and Best Selling Version Is on

ROULETTE

JIMMY BOWEN

"Wish I Were Tied to You"

R-1122

"You Belong to My Heart"

BREAKING BIG by The Four Mints

NRC-011

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• Review Spotlight on Albums . . .

• Continued from page 71

Classical Albums

RACHMANINOFF, CONCERTO NO. 3

Bryon Janis, Piano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2237

Rachmaninoff's Third Piano Concerto is played very capably here by Bryon Janis and the Boston Symphony Orchestra under the direction of Charles Munch. Although not as popular as the Rachmaninoff Second there are many who will be interested in this new recording of the work. There is strong competition on this set, including fairly recent recordings by Gilels and Malcuvczki, but the strength of the label and the artist and orch names should help this obtain steady sales.



CHERUBINI; MEDEA

(3-12") Maria Callas, Soprano; Various Artists with Orch. & Chorus of La Scala (Serafin)—Mercury SR 3-9000

STEREO & MONAURAL

This powerful commercial package—already a solid sales item in the monaural field—should prove even stronger on the stereo market. Soak name value, fine performances and highly effective stereo sound.



ENCORES BY KOGAN

Leonid Kogan, Violin with Andrei Mitnik, Piano—RCA Victor LM 2250

The great violinist demonstrates his versatility with a group of selections covering 200 years, derived from many cultures. Shostakovich's "Four Preludes," Kreutzer's "Caprice Viennoise," Debussy's "Clair de Lune," Mendelssohn's "Song Without Words," and pieces by Glazunoff, Sarasate and Khachaturian and Prokofiev round out the repertoire. Performances reveal tremendous musicianship.



Documentary Albums

ROCKETS, MISSILES AND SPACE TRAVEL

Written & Directed by Willy Ley—Vox PL 11/120

The cover alone should sell this timely package to students and science buffs, with its striking color shot of a Jupiter rocket blasting off its launching pad. Inside, rocket veteran Willy Ley and narrator Arthur Hanes take listeners on a sort of guided tour of Cape Canaveral, complete with the complex no-nonsense "count-down," the roar of rockets and on-location interviews by Ley of such notables as Dr. Werner von Braun and Major General Bernard Schriever.



Folk Albums

CHAIN GANG SONGS

Josh White—Elektra 158

The great folk artist has a wonderful collection of work songs, spirituals and blues. As usual he accompanies himself on guitar. He is supported by a chorus on some of the selections which include "That Old Ship of Zion," "Nine-Foot Shovel" and "Trouble." Excellent notes by Nat Henloff give a brief origin of the selections. Fine cover will help attract. Packaging includes a booklet with lyrics. Top potential for this market.



GAZETTE

Pete Seeger—Folkways FN 2501

Another excellent disk from Pete Seeger with witty, satirical material. Tunes take up such timely topics of the Press, Integration, Gangsterism, Freedom, underpaid Teachers, the TVA and the Atomic Age. The clever lyrics by personalities such as Tom Lehrer and Wolcott Gibbs provide provocative listening, and Seeger successfully puts them over. Very complete liner notes are included. Strong item with wide appeal.



Opera Albums

WAGNER; BRUNNHILDE'S IMMOLATION FROM DIE GOTTERDAEMERUNG & PRELUDE AND LIEBSTOF FROM TRISTAN AND ISOLDE

Eileen Farrell, Soprano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2255

A masterful performance of two favorite Wagnerian excerpts. This is one disk which can compete very well in a world where the interest centers on stereo. Miss Farrell's voice is emotionally compelling in the dramatic "Immolation" and "Love Death" excerpts and the Boston Symphony under Munch achieves peak performance value, particularly in the crashing crescendo passages of each work. Package offers splendid sound, with the performers showing a great rapport with the music.



(Continued on page 89)

with Bing singing and narrating his way thru short versions of 26 of his biggest successes, varied from "June in January" to items like "Medita! Rose," more or less the outdoor singer's specialty. He's backed with real skill by Buddy Cole's trio. Actually, the period covered is one of his best, from a musical standpoint, and his fans will love it.

★★★★ MISS WONDERFUL
 Peggy Lee with By Other Oct. Decca DL 6814

A re-issue by Decca of one of the talented throat's great performances, including the monaural field—should prove even stronger on the stereo market. Soak name value, fine performances and highly effective stereo sound.

★★★★ FOREVER YOUNG

Victor Young Oct. Decca DL 876
 A lovely, lush set of some of the outstanding tunes composed and played by the late Victor Young, and his singing brings a different melody to "Whisper on My Shoulder" and "Whisper on My Shoulder." Also two beautiful offerings "Where Could I Go Without You" by Peggy Lee.

★★★★ SWINGIN' SCHOOL SONGS

Dave Fall Oct. Coral CRL 3736 A CRL 7824

STEREO & MONAURAL

The Pell crew brings thru several jazz versions of college theme songs with a mildly puritanic "West Coast sound" that should find wide appeal. The selections include "Hail Purdue," "Far Above Cayuga's Waters" and "The Victrola March." Stereo effect is good.

★★★★ SKIN AND BONES

Carl Stern with Various Artist, Mercury SR 6913

STEREO & MONAURAL

This is a highly inventive package. The orchestration and music are well-produced with interesting orchestral effects. The best choice are supplemented by reeds and a vocal chorus on some of the selections, and with persuasive undertones which "soften" the effect on their ballads and tempo numbers. It's an excellent locker programming set. Stereo adds to color of the excellent arranged numbers which include "Love for Sale," "Long Ago and Far Away" and "All of You." Good prospect.

★★★★ BOPPIN' AND ASTROVIN'

Leonard Jones Oct. Decca DL 9714

Wonderful dance package for the airtail, the chicken, the boogie, etc. The instrumentation is new and the music is well-produced with interesting arrangements which have not only an infectious beat but also a lot of soul. Here are wonderful. Material includes such as "A Little Down," "Bum Yid," "Lampoon."

★★★★ THE BIRD OF ENCHANTMENT

Charles Drey Oct. Coral CRL 3736 A CRL 7824

STEREO & MONAURAL

A most appealing set of melodies of Hawaiian derivation, coupled with more familiar mainland type songs. Many with Hawaiian overtones. The disc package contains many songs along with the usual guitar, ukulele and island percussion instruments. The stereo sound here does not suffer for atmospheric effect, and well-produced and most listenable effort.

★★★★ PAM GARNER SINGS QUIETLY

with Charles Drey Oct. Coral CRL 3736 A CRL 7824

STEREO & MONAURAL

Sweet & voiced Pam Garner regains strength in this album. "The Lamp is Lit," "Loneliness Road," "Sally in the Morning," "My Love is My Love," etc. The country has a sincere, tasteful simple vocal style, which should find large sales. Harmonious colors on cover photo give LP good display value. Merit exposure.

★★★★ THE FASTEST GUITAR IN

Lloyd Hills, Guitar, with Various Artists, LP—LP

Here is truly a fine jazz-flavored sound

(Continued on page 73)



• Reviews and Ratings of New Popular Albums

• Continued from page 72

experience for ball addicts, and hip pop boys. Ellis plays a fast, useful guitar with good backing provided by Tony Merrill on alto and flute; Jerry Christy, bass and Bernie Steele, drums. Selections include "Sweet Rhythm," "The Man I Love," and "Sleepy Time Down South."

*** **APPEARING NIGHTLY**
The Russ Maddock Trio. Coral CRL 5743

Russ Maddock's group makes a fresh trio sound, using effective shifts in rhythm and fluid, original sounding arrangements. Young Maddocks are the operating at the piano and Solovay, and he gets strong backing on bass and drums. This formula, applied to 10 vinyl pop standards and two Maddock originals, make this album worth recommending.

*** **WEDDING MEMORIES**
Lyric Penicilli and his orchestra turn in lush arrangements here of a group of wedding tunes, including "Because," "I Love You Truly," "Through the Years," and "Oh Promise Me." Also the tunes are slightly over-arranged this can be forgiven in wedding situations. There is always a market for a set of this type and if desired display the LP they could secure steady sales.

POPULAR **

*** **IRVING BEHLING: BLUE SKIPIES**
Epic-Johnson DR. Westminster WP 404
A pleasant, if not particularly distinguished, "mood" roundup of some of the best Irving melodies. Koster includes the title tune, "Remember," etc. played in a slow tempo, stumpy manner by maestro Johnson. A nice item for late-night programming of the WPAI variety, however.

*** **A LITTLE TENDERNES**
Walter Stone with Charles Byrd, Guitar & Various Artists. Offbeat OJ 3062
Effortless well-crafted evocative serve as a fine-scale showcase for newcomer Walter Stone, a romantic young baritone who's most recent hits featured with the Arno Reed. Stone handles the varied range of speech and "huldu" like "It's Wonderful," and "Long Ago and Far Away" with ease, backed nicely by a quartet of Washington, D. C. jazzers. Displays on the best for "new talent" to feature should catch this guitar.

*** **A SENTIMENTAL JOURNEY**
Kenny Rogers DR. Decca DJ 883
There's a good idea for an album here, and the cover shot of a guy car touring a scenic route in the U. S. is cute, but somehow it doesn't come off smoothly. Maestro Mueller, who's had his fine on "I'll Be Home for Christmas," makes a dozen tunes which contain nice names in their title, like "Carolina Moon," and gives them the Measurant treatment until they're almost smothered.

*** **SWINGIN' SOUTHERN GUITAR**
Sheldon Bonson, Guitar. NRC LPA 2
Sheldon Bonson has a pleasant style of

easy improvisation on guitar with these tunes, which comprise for the most part, familiar melodies. Working with rhythm support, he offers "Sleepy Time Down South," "Alabam Bound," "Moon Over Miami," etc. Listenable was from a tabulated set.

*** **ERIC TO ERIC!**
Nina Nana. Carlton STLP 12-108

STEREO & MONAURAL
Nina Nana has a distinctive sound in his rendition of these songs from his show. He accompanies himself on piano, and he is nicely paced by a rhythm section. Stereo adds little. Numbers include "A Woman in Love" from "Gypsy and Dolls," "It's Love" from "Wonderful Town" and "Bewitched" from "Pal Joey."

LOW-PRICE POPULAR ****

*** **MARDI GRAS**
Various Artists. Windsor Meade Hall MWR 20-155

The same personnel which performs show albums on the full-priced Grand Award label here renders Sammy Fain's tuneful score for the new film, "Mardi Gras," at less than half the price. The music is a pleasantly pounded 'em and the young set who enjoy the film are definitely potential buyers of this album of prominently displayed. Good right over and over, and agreeable solo work by Michael Stewart, Ron Becker, Donny Evans, and Jack Brown make this a slick pop job.

POPULAR EP *****

*** **IT'S ONLY MAKE BELIEVE**
Conway Twitty. (1-EP) M-G-M 1613
Twitty, fresh from only recent outing as a No. 1 hitmaker, appears to be out just at the right time with this EP set which includes the big hit, "It's Only Make Believe." Other offerings by the Mississippi-born cut include "I'll Try," "When," and "Vibrate (From My Head to My Feet)." Good cover shot of the artist should help spark sales.

BAND ***

*** **THE DEUTSCHWEITER BAND**
(Hermann). Westminster WP 6111

STEREO & MONAURAL
The Deutschwetter Band, one of the oldest military bands in Europe (the band dates back 200 years) turns in a rousing reading of a group of marches and odes that should interest all band lovers. There are 12 tunes on one side and seven on the other, including "The Archduke Frederick March," "The Prince Eugene March," "White Horse in Madley," and "Overture on Melodies of Old Masters." The band sounds good and the sounds are exciting.

CHRISTMAS ****

*** **CHRISTMAS CHIMES**
Dave Markens. Decca with Fredric on the Chimes. Grand Award GA 121 6.8.

STEREO & MONAURAL
This is one of the better organ-chimes sets with stereo sound that's quite impressive. There are 18 popular Christmas carols performed by the duo. It's unfortunately a little late getting out but it's good enough to garner last minute interest.

DOCUMENTARY ****

*** **THE PATRIOT PLAN**
Narrated by Wallace House (2-EP) Follows WPH 7710

The growth of civil rights in Colonial America, excerpts from Locke, Adams, Franklin, Madison, etc., read perfectly by Wallace House. Brilliant booklet with text and enough history for a term course. For a highly special market.

FOLK *****


*** **THE CATCH CLUB**
The Nashville Steamers. Eudora 304 X

STEREO & MONAURAL
Here's a solid item for his specialized market. The mixed group provides a perfect blend on catches, reeds, and goss. The colorful lines of varied selections range in mood from the tender "Time Has Not Taken My Pleading Heart" to the rousing "A Bumper of Good Liquor." Round and catch words, of course, are particularly effective in stereo.

*** **CHICO SINGS**
Chico Sings. Folkways FA 2346

Chico Houston, one of the better folk singers around today, with a warm note command on the order of Tennessee Ernie Ford, has a fine folk set here. He sings his intricate collection of American folk songs with much feeling and sincerity, including himself on the guitar. Tunes include "Ramblin' Gambler's Man," "Drill


(Continued on page 74)




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3262/8003—Mas Ritmo Celloso



3216—Bimbo Celloso



3241—Jazz At The Blackhawk



3266/8005—Cal Tjader—Sea Gels Salsa



3221—Tjader Plays Mambo



3250—Latin Kick



3275/8014—Latin Concert

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• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ BIZET: CARBEN SUITE, L'ARLESNIENNE SUITES NOS 1 & 2
The Detroit Symphony Orch. (Paris)
Mercury MF 8081

STEREO & MONAURAL

Bright-tempo readings of the two familiar and popular Bizet suites are given extra impact here by some top-notch recorded sound and a colorful brilliant cover. Conductor Paavo Berglund's "Carbén" suite, straying away from vocal passages made-over for orchestra and sticking to the

opera's original scoring of the best-known instrumental selections. "L'Arlesniennaise" suites sound charming in the stereo version.

★★★★ SCHEPPI: LA TRAGEDIA DEL SALOME, RICHARD STRAUSS: DANCE OF THE SEVEN VEILS, LAIOU: NAIMOUNA! SUITE NO. 1
The Detroit Symphony Orch. (Paris)
Mercury MF 8017

Paavo Berglund's handling of making the LP album chat, brings his gentle treatment to three lush, impressionistic compositions. The Strauss score, previously unavailable on microgroove, is a fine display piano-for-304! fans. Conductor's refined reading

• Reviews and Ratings of New Popular Albums

• Continued from page 73

YE TARTARS," "Put Works on the Railway," "Roll Waves" and "St. James Infirmary." A strong set for the market.

FOLK ★★

★★★★ RUSSIAN FOLK DANCES OF THE MOISEVICH DANCE COMPANY
Mercury MF 318

The Moisevich Dance Company made a big hit during their recent appearance in this country, and their name (and photo on cover) should be a definite sales asset. This album—processed from the original master tapes thru Leeds Music—features authentic instrumental treatments of colorful Russian folk dances performed by various Russian groups of the Soviet Army Band.

★★ THE FOLK SINGERS

Folk Darling, Bryan Todd, Don Vapp & Candy Wilson, Fantasy 157
Led by Erick Darling, this group, which, refreshingly, calls itself by what it does, performs many of the best-known folk songs in this album, and does them well, very sing with wit and style, and which nibbles from comic to children's to country-type numbers with complete ease. Can be recommended especially as a fine basic starter album for anyone showing interest in folk repertoire.

★★ ATLANTIS IN HEEL!

The Bavarian State Symphony Orch. (Munich), Capriccio LP 12
This set contains the score from the sound track of the flick "Forbidden Island." It is interesting and listenable background music, played lushly by the large Bavarian State Symphony orchestra under the direction of Carl Wolfgang. Those who see the film will be prime customers for the album and to make a good early price for dealers when the pic plays their town.

FOLK ★★

★★ BILLY FAIR: TRAVELER'S MAN
Beverly MF 15487
Billy Fair, the folk singer and banjo and guitar player, shows off both his musicianship and his vocal style on this new release. It gives a chance to sing "Traveler's Man" as well as "Bury the Kid" and many other tunes and to play any instruments including "The Doves of Paris." Interesting was for the folk collector.

★★ GERMAN FOLK SONGS OF LONG AGO

Albert Grieser Chorus, Augsburg (Lantern-Backer), FRS 26.78
This collection of old folk songs of Germany are useful, and appealingly harmonized. The Albert Grieser Chorus does them full justice with its attractive and charming readings. The group does a good job and obviously enjoys the repertoire. There are 15 selections in all. For folk collectors primarily.

★★ HOLYDAY SONGS OF ISRAEL

Oranin Hillis Oranin Zabar troupe, Beverly 156
Modern and traditional songs in Hebrew, performed with spirit by Miss Gitty, were compelling and with offbeat percussion groupings. Lusty package includes texts.

INTERNATIONAL ★★

★★ ON THE ROAD TO ELATH
Oranin Zabar Israel Troupe, Beverly 156
The spiritual Hillis Oranin Zabar troupe, for their second Elath album, perform new folk-type tunes, most of them originals or specially arranged for the album. The songs depict the tribulations, joy and pride of accomplishment in reclaiming the Negeri desert area. Vigor and color are the dominant characteristics of the performances, which are bright and rhythmic. Texts and English translations are included.

SOUND ★★

★★ SOUND EFFECTS
Recorded by Tony Schwartz, Fantasy FX
This is a very lifelike recording of many familiar sounds. These include street traffic

in good weather, in a snow storm and in a blizzard; sounds at a luncheonette, in a dining room, in a social lounge, etc. The disk would have a splendid application for on-the-air drama. For the average disk buyer, however, the appeal would seem strictly limited.

SPIRITUAL ★★★★★

★★★★ GRACE
The Roberts Marching Singers, Savoy 1012
The excellent gospel group comes up with a fine recording with "in the church" sound. Male and female leads are impressive and the group joins in with great enthusiasm. "I Found Him," "Rock My Soul," and "Ride on King Jesus" are samples of the fare. Solid merchandise for this market.

★★★ TAMBOURINES TO GLORY

The Power Singers, Fantasy FC 2038
A distinguished package for the gospel market—and for those who appreciate religious music that makes "a joyful noise unto the Lord." In a sense, this album is also a "sound-track score," since the gospel songs contained in it were passed by neo-dramatic Longhorn Hughes and John Hughes for Hughes' play "Tambourines to Glory." Recording was done on location at a gospel church in Harlem. Full text of lyrics comes with record.

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"ORGAN WITH
A BEAT"

2nd Hit LP!

Vol. 2

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Rhumba, Woodchopper's
Ball and 9 more.)

LK 131 (mono) \$3.98 (list)

SLK 132 (stereo) \$4.98 (list)

Vol. 1 (still big)

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"Sneep-Up Organ" with sparkling rhythm, instrumental variety, superb execution.

KANDY RECORDS

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★ ★ ★ ★ ★
★ The ★
★ **BIG HITS** ★
★ are on ★
★ **DOT** ★
★ ★ ★ ★ ★

WRITE SONGS?

Magazines for Songwriters—

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THE SONGWRITERS' REVIEW

Sample \$5—\$2.50 per year

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of the Strauss sacrifices a certain strength for the sake of smoothness, but this is a slight quibble in the face of a clean interpretation and realistic sound. A nice act.

*** BRAHMS: VIOLIN CONCERTO Eric Moritz, Violin with the Philharmonic Symphony Orch. of London. (RCA). Westminster WST 14837

STEREO & MONAURAL

The monaural version of this album, issued several months ago, ranked with the penitza performances of this concern. Miss Moritz's beautiful tone and her brilliant, sensitive approach to the music placed it alongside the best available renditions. In essence, also Rodzinski's orchestral support is more clearly revealed as beautifully balanced, little benefit for the solo actor. Nevertheless, either this or the monaural version may be recommended for a perfect performance.

CLASSICAL ***

*** GOULD: SUITE FROM DECLARATION, JEKYL AND HYDE VARIATIONS The National Symphony Orch. (Mitchell). RCA Victor LM 3264
The orchestral portions of "Declaration," a narrative commissioned by WRCT-TV, Washington, are good background music. The Jekyll-Hyde suite is more substantial and inventive. Mitchell conducts with care and admiration.

*** SHOSTAKOVICH: STRING FOR PIANO & STRINGS; GUNTER QUARTET NO. 1 Dmitri Shostakovich, Piano & The Beethoven Quartet, The Komitas Quartet. Vanguard VRS 6832
Here is an exceptional new recording from Vanguard of one of Dmitri Shostakovich's most expressive works, the Quintet for Piano and Strings, and the membered Quartet No. 1 for Strings. Both works are splendidly played on this recording. In the Komitas Quartet, the music is made in Moscow, featuring Shostakovich himself on piano with the Beethoven Quartet on the Chertov work, and the Komitas Quartet on the String Quartet opus. The readings are excellent and the sound is first rate. Many veteran collectors will be intrigued at this waiting.

*** MAHLER: SYMPHONY NO. 2 The Vienna State Opera Orch. (Scherchen). CAPT Westminster KXW 3229
A dramatic, grand reading of this fiery work, with the augmented oak and chorus scoring full of sonic impact. Lucrezia West is admirable as chief soloist. Handmade package, excellent fine notes, should act.

*** BRUCKNER: SYMPHONY NO. 7 Symphony Orch. of the Southwest German Radio, Baden-Baden (Reinbold). Vox PL 25768
For the first time on a single disc, this massive work gave an exciting reading here to delight all romantics. The spirit of Wagner is especially well harnessed and augmented. This should prove a catalog staple.

*** BEETHOVEN: SYMPHONY NO. 3 The Vienna State Opera Orch. (Scherchen). Westminster WST 14848

STEREO & MONAURAL

This serious Eroica inevitably must rank at or near the top. The remarkable clarity of instrumental articulation and of subsidiary musical material for which Scherchen is justly famed, is splendidly brought to full fruition in this superb effort. The result is that the music generates a fire, drama and excitement lacking from Chercher's earlier monophonic version. This, plus Scherchen's reputation as a Beethoven interpreter, should mean steady sales on this album for some time.

*** THE CADEY CHAPEL ORGANIST, WEST POINT John A. Deeb, Jr. Organist. Vox VX 25.800 & ST-VX 25.800

STEREO & MONAURAL

The West Point Chapel pipe organ has a big, brilliant and resonating quality and it's showcased in this recording. The versatile Organist Deeb provides a refreshing program which takes in some of the more classic organ works of Mendelssohn, Mozart and Franck etc. Not in a pleasant change from other organ offerings which strive only for the gimmick sound, sometimes at the expense of interesting repertoire. Good performance, well-recorded.

*** KHACHATURIAN: SPARTACUS The State Radio Orch. (Gask). Muzak MC 2025
Believers will find this first recording of the Khachaturian work to their liking. The rich music vary from fiery, exciting themes to rather romantic strains. Sound is good. Market may be limited, but the disc will sell with exposure. Attractive cover.

*** CHOPIN: 24 PRELUDES OP. 28; SONATA NO. 2, FLAT MINOR Gulezman Norzet. Vox PL 38.940
This is a recopying of two previously issued LP's featuring pianist Gulezman Norzet playing the 24 Chopin Preludes and the Chopin Sonata No. 2. It makes for an excellent coupling with outstanding interpretations of the two Chopin works by the excellent pianist. It should have strong appeal to piano music fans as well as students.

(Continued on page 86)

SMASHING AGAIN!
A GREAT SONG!



THE PENGUINS

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RE-ISSUED BY POPULAR DEMAND!

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"NEW LAFF OF THE PARTY" VOL. 8 DTL 265 • "THE SIDE SPLITTER" DTL 253

GEORGE KIRBY

"NIGHT IN HOLLYWOOD"

DTL 250

PENGUINS-MEDALLIONS

BEST VOCAL GROUPS

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BEST GOSPEL SINGERS

AUL 225

SPIRITUAL MOMENTS

AUL 221

EXPLORING THE FUTURE—CURTIS COUNCE

AUL 247

BUDDY'S BEST—BUDDY COLLETTE

AUL 245

DEXTER GORDON BLOWS HOT AND COOL

AUL 207

HIT VOCAL GROUPS—PENGUINS-MEDALLIONS-CUFFLINK

AUL 501

HEAR EVEREST



The World's
First
Stereo-Scored
Orchestra

HAVE A BALL
THIS FALL WITH
"TALL PAUL"
b/w "MA, HE'S
MAKING EYES AT ME"
Assette and the Afterburns
#F 118
DISNEYLAND RECORDS
BURBANK, CALIFORNIA

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JAZZ ****

*** JAZZ IN 1/4 TIME FEATURING MAX ROACH Mercury SR 89002

STEREO & MONAURAL

The great Max Roach presides & rhythmically inventive series of melodies in waltz tempo. The set has been available in monaural form for several months. Stereo does heighten the effect to a degree, but there is a sharp separation between the rhythm section and trumpet and sax. Tunes include "Lovers," "I Like to Follow Me," "The Romance," and "Valie Hot." The Roach name is a strong one selves, so the set should move well.

JAZZ ***

*** 4 FRENCH HORNS First Edition, Tony Miranda & David Aronov, French Horns with Various Artists, Elektra 324 X

STEREO & MONAURAL

The range and sensitivity of the French horns as jazz instruments were exploited here in this monaural version of this album some time ago. Stereo brings out nuances of the arrangements, in which four horns are used for ensemble as well as solo work, along with rhythm and spaced with accordion and guitar licks. Topping it off is a highly attractive cover, the same one which had been used on the monaural version, and an eye-stopper.

JAZZ **

*** HER NAME IS RITA BEYS With Tom Dorothea & Joe Conference Orch. Epic LN 3022
The Hollywood-style singer really understands the American jazz idiom. Her swinging style is demonstrated by a choice of standards played by two groups. Material includes "Do Devil Moun," "The Song Is You," and "They Don't Believe Me."

DOOTO RECORDS
9512 S. Central Avenue
Los Angeles 2, California

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending December 6

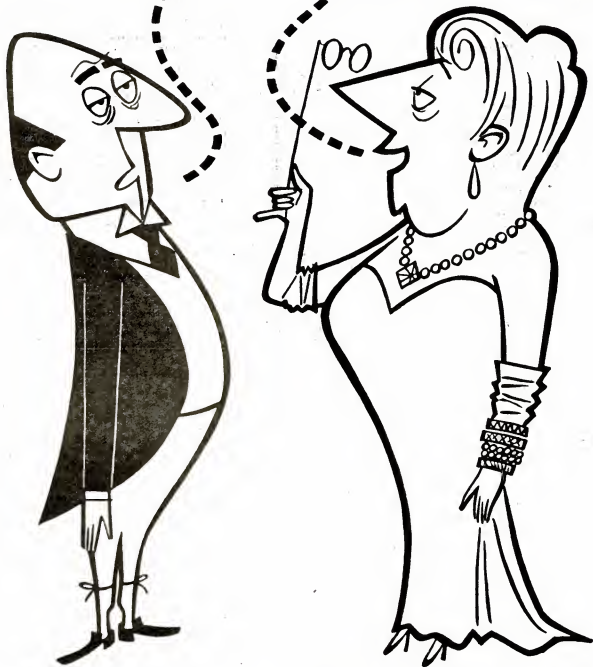
The Week	Last Week	Weeks on Chart	The Week	Last Week	Weeks on Chart
1. Tom Dooley By Dave Guard—Published by Backwood (BMI) BEST SELLING RECORDS: Eileen Tira, Cap 4947.		1 10	6. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORDS: Ricky Nelson, Imperial 8548.		4 3
2. To Know Him Is to Love Him By Philip Spoto—Published by Warner (BMI) BEST SELLING RECORDS: Teddy Bear, Decca 509. RECORDS AVAILABLE: Cady Carr, Roulette 4107; Evelyn and Teresa Kinsey, Cap 4609.		2 9	7. Beep Beep By Doney-Morey-Clou—Published by R.A.L. (BMI) BEST SELLING RECORDS: Playmate, Roulette 4115.		6 6
3. One Night By Dave Bartholomee-Pearl King—Published by Triana-Freedy (BMI) BEST SELLING RECORDS: Elvis Presley, Vio 7418.		5 5	8. I Got Stung By Aaron-Schnee-Devid Hill—Published by Gladys Monds (ASCAP) BEST SELLING RECORDS: Elvis Presley, Vio 7418.		8 6
4. Problems By P. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: Swarty Brothers, Cadence 1335.		7 4	9. Smoke Gets in Your Eyes By Harbach-Kearno—Published by Harza (ASCAP) BEST SELLING RECORDS: Platana, Mercury 71388. RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5031; Earl Bostin, King 4770; Connie Snowell, Dea 33853; Carmen Cavallaro, Dea 24135; Dennis Day, Cap 1610; Jerry Gray, Dea 2749; Gordon Jenkins, Dea 27166; Guy Lombardo, Dea 27996; Tab Smith, Argo 5823; Fred Warner, Dea 27378.		12 3
5. It's Only Make Believe By Conway Twitty & Nancy—Published by Mercury (BMI) BEST SELLING RECORDS: Conway Twitty, MGM 10677. RECORDS AVAILABLE: Jimmy Merritt, Decca 161.		3 10	10. Chipmunk Song By Ron Rogatonski—Published by Monarch (ASCAP) BEST SELLING RECORDS: David Seville, Liberty 35168.		- 1
Second Ten					
11. Queen of the Hop By Woody Harris & Bobby Darts—Published by Walden-Tweed (ASCAP) BEST SELLING RECORDS: Bobby Darts, Aico 4127.		11 7	16. It's All in the Game By Dovers and Strawn—Published by Remick (ASCAP) BEST SELLING RECORDS: Tommy Edwards, MGM 12688.		10 16
12. Topsy II By Battle-Durham—Published by Cosmopolites (ASCAP) BEST SELLING RECORDS: Cozy Cole, Love 50984.		9 11	17. Bimboimby By David-Perini-Crossen—Published by Planting (ASCAP) BEST SELLING RECORDS: Jimmie Rodgers, Roulette 4116.		25 3
13. Whole Lotta Loving By Donino & Bartholomee—Published by Mercury (BMI) BEST SELLING RECORDS: Pats Domino, Imperial 5538.		19 3	18. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORDS: Ricky Nelson, Imperial 8548.		14 9
14. A Lover's Question By Brook Beaton-Jimmy Williams—Published by Edon-Progressive (BMI) BEST SELLING RECORDS: Clyde McPherson, Atlantic 1199.		17 6	19. World Outside By Sigmond-Adamski—Published by Chappell (ASCAP) BEST SELLING RECORDS: Four Aces, Dea 3074; Four Coins, Epic 9295. RECORDS AVAILABLE: Roger Williams, Kapp 246.		16 4
15. The Day the Rains Came By Sigmond-Beard—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond La Ferre, Kapp 231; Jess Morgan, Kapp 235. RECORD AVAILABLE: Odalis, Verve 10352.		15 10	20. Love Is All We Need By Kellogg-Wolf—Published by Sheldon (BMI) BEST SELLING RECORDS: Tommy Edwards, MGM 12722. RECORDS AVAILABLE: Jimmy Breslow, Epic 9283; Berry Frank, Merit 140.		18 4
Third Ten					
21. The End By Jimmy Moran & Harold Arlen—Published by Citation (ASCAP) RECORD AVAILABLE: Earl Greer, Dea 30719.		20 12	26. Lonely Teardrops By Harry Goody Jr. & Tyrus Carter—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55105.		- 1
22. That Old Black Magic By Johnny Mercer & Harold Arlen—Published by Finamore (ASCAP) RECORDS AVAILABLE: Dave Brubeck Trio, Fantasy 366; Billy Daniels, GNP 111; Billy Daniels, Mercury 3092; Sammy Davis Jr., Dea 29541; Erroll Garner, Mercury 7046; Norman Granz, MGM 30609; Flip Grimes, Aico 838; Glenn Miller Orchestra, Vio 0846; Louis Prima and Keely Smith, Cap 4082; Martha Raye, Mercury 70364; Bobby Robinson, Winslow 7460; David Rose, MGM 30886; Sundowners, Winslow 7160; Fred Wetton, Dea 40173.		24 2	27. Gotta Travel On By Paul Clayton—Published by Sanga (BMI) RECORDS AVAILABLE: Billy Grammer, Monument 400; Bill Monroe & His Blue Grass Boys, Decca 3089.		30 2
23. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) RECORD AVAILABLE: Big Boyper, Mercury 71343.		13 12	28. Non Dimenticair By Red-Gallert-Debbins—Published by Hollis (BMI) RECORDS AVAILABLE: Robert Ashley, MGM 12483; Nat King Cole, Cap 4056; Don Cornell, Coral 40130; Percy Faith, Col 40135; Joni James, MGM 12639.		26 6
24. Cannon Ball By L. Hadleywood-Duane Edy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Edy, Janna 1511.		22 5	29. I'll Wait for You By Morucci-DeAngelo—Published by Ramrod (BMI) RECORD AVAILABLE: Frankie Avalon, Chessnote 1038.		23 5
25. Poor Boy By G. Sanderson—Published by Meridian-Parkwood (BMI) RECORDS AVAILABLE: Cardigans, Mercury 71367; Royal Tones, Jubilee 5338.		28 4	30. Letter to an Angel By Jimmy Castor-Cosimo Merisano—Published by Ace (BMI) RECORDS AVAILABLE: Jimmy Caston, Ace 371; Five Selflight, Dea 30722.		30 3
			30. Need You By Buddy Wheeler—Published by Melart (BMI) RECORDS AVAILABLE: Donnie Owsen, Gorden 2001; Jeff Stevens, Dea 15843.		27 2

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

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GAZACHSTAHAGEN

My Deah, You
Don't say it - You
PLAY it!



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by THE WILDCATS—UA 154X published by Sea Lark Ent. (BMI)



UNITED ARTISTS RECORDS, INC., 729 Seventh Ave., N.Y.C.

The
Billboard

HOT 100

FOR THE WEEK
ENDING
DECEMBER 21

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	1	1	1	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Decca 363	13
17	8	6	2	PROBLEMS	Ernie Brothers, Cadence 1350	6
2	2	2	3	TOM DOOLEY	Kingston Trio, Capitol 4847	12
7	5	5	4	ONE NIGHT	Elvis Presley, RCA Victor 7238	6
6	4	4	5	BEEP BEEP	Playmates, Roulette 4110	7
50	22	11	6	SMOKE GETS IN YOUR EYES	Flatters, Mercury 71553	5
9	7	7	7	LONESOME TOWN	Ricky Nelson, Imperial 5345	8
1	3	3	6	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	14
8	9	9	8	I GOT STUNG	Elvis Presley, RCA Victor 7238	7
—	62	37	10	★ THE CHIPMUNK SONG	David Seville & The Chipmunks, Liberty 55144	3
44	23	18	11	BOMBOMBEY	Jimmie Rodgers, Roulette 4116	6
4	6	8	12	TOPSY II	Cher Cole, Love 5014	17
19	14	14	13	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1197	9
10	11	10	14	QUEEN OF THE HOP	Bobby Darin, A&O 6127	11
49	26	16	15	WHOLE LOTTA LOVING	Fats Domino, Imperial 5557	5
23	18	19	16	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	8
11	12	13	17	I GOT A FEELING	Ricky Nelson, Imperial 5345	10
36	35	22	18	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4861	7
15	19	17	19	CANNON BALL	Doris Day, A&O 1111	7
86	43	30	20	★ GOTTA TRAVEL ON	Billy Grammer, Monument 480	4
12	13	20	21	THE END	Paul Grant, Decca 36117	14
28	17	24	22	POOR BOY	Royal Young, Jubilee 928	9
27	15	21	23	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	8
88	42	33	24	LONELY TEARDROPS	Jackie Wilson, Brunswick 55160	4
5	10	12	25	IT'S ALL IN THE GAME	Tommy Edwards, Capitol 12488	17
13	16	15	26	CHANTILLY LACE	Big Boy, Mercury 71343	19
30	28	25	27	NEED YOU	Doris Gray, Gayden 2061	11
25	31	29	28	LETTER TO AN ANGEL	Jimmy Clinton, Ace 551	9
21	27	28	29	THE DAY THE RAINS CAME	Joan Marion, Kapp 235	13
31	21	26	30	THE WORLD OUTSIDE	Four Cities, Epic 4206	6

★ THE STAR PERFORMER designation shows the outstanding record change of position in the Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the stars which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
14	24	23	31	TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warner Cornington, Decca 36704	16
29	30	34	32	WALKING ALONG	Diana Ross, Mercury 71366	8
93	75	55	33	★ DONNA	Ritchie Valens, Del-Fi 4110	4
—	87	42	34	TEEN COMMANDMENTS	F. Aka, G. Hamilton Jr., J. Nash, ABC-Paramount 9774	3
16	20	27	35	FORGET ME NOT	Katie Swift, Decca 36745	12
74	59	65	36	★ LOVE YOU MOST OF ALL	Ram Cooke, Kapp 2098	5
55	51	45	37	PHILADELPHIA, U.S.A.	No. Tennessee, Capitol 492	5
—	—	57	38	★ MY HAPPINESS	Conale Francis, M-G-M 12758	2
22	33	41	39	PUSSY CAT	Ames Brothers, RCA Victor 7315	12
85	48	73	40	★ LOVE OF MY LIFE	Ernie Brothers, Cadence 1355	4
—	66	58	41	★ TURVY II	Cher Cole, Love 5014	3
—	—	61	42	★ PEEK-A-BOO	Cadillac, Jovis 846	2
24	29	35	43	CALL ME	Johnny Mitchell, Columbia 41253	12
—	—	64	44	★ BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	2
34	39	32	45	THE MOCKING BIRD	Four Lads, Columbia 41266	7
76	57	52	46	SING, SING, SING	Beverly Sills, Capitol 4970	4
51	41	47	47	MR. SUCCESS	Frank Sinatra, Capitol 4970	8
91	81	68	48	★ 16 CANDLES	The Crickets, Decca 366	4
60	53	44	49	CIMARRON	Billy Vaughn, Dot 19536	9
32	25	31	50	HIDEAWAY	Four Knights, Park 928	13
—	—	83	51	★ THE DIARY	Neil Sedaka, RCA Victor 7460	2
99	84	71	52	THE WEDDING	Jane Vahl, Mercury 71363	4
65	52	50	53	PLEDGING MY LOVE	Roy Hamilton, Epic 9254	5
35	34	40	54	I'LL REMEMBER TONIGHT	Pat Boone, Dot 19538	8
—	—	69	55	★ MANHATTAN SPIRITUAL	Ray Charles, Pacific 5085	2
68	47	59	56	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1789	6
26	37	36	57	THERE GOES MY HEART	Joel Jazzer, M-G-M 12766	14
69	67	62	58	MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7263	8
—	70	63	59	NOBODY BUT YOU	Doe Clark, A&O 1019	3
57	49	48	60	I WANT TO BE HAPPY CHA CHA	French Light & the Light Brigade, Grand Award 1920	6

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THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
72	58	54	81		NEED YOUR LOVE	Bobby Freeman, Jubal 844	4
70	64	67	62		JEALOUS HEART	Tab Hunter, Warner Bros. 9060	9
92	83	79	63	★	THE WORLD OUTSIDE	Your Arm, Decca 30164	4
53	38	39	64		A PART OF ME	Jimmy Clanton, Ace 551	7
94	82	77	65		C'MON EVERYBODY	Eddie Cochran, Liberty 35166	4
—	—	—	66	★	DONDE ESTA SANTA CLAUS!	Angie Brier, Metro 20018	1
20	32	43	67		MEXICAN HAT ROCK	Apples & Cakes, Cameo 149	14
43	44	49	68		NON DIMENTICAR	Nat King Cole, Capitol 4064	10
18	36	38	69		ROCK-IN' ROBIN	Bobby Day, Chess 129	20
—	92	81	70		I WANT TO BE HAPPY CHA CHA	Tommy Dorsey Ork-Warner-Columbia, Decca 36790	3
—	—	86	71	★	THE WORLD OUTSIDE	Johnny Cash, Sun 309	2
—	—	80	72		COME PRIMA	Tony Danza, Mercury 71327	2
48	54	56	73		THE TEN COMMANDMENTS OF LOVE	Harvey & the Nonesuch, Chess 1705	14
37	40	75	74		THE DAY THE RAINS CAME	Raymond La Fave, Kapp 231	13
—	—	93	75	★	I CRIED A TEAR	LaVern Baker, Atlantic 2067	2
—	97	87	76		CINDERELLA	Four Fresh, Capitol 4078	4
—	—	94	77	★	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	2
—	—	—	78	★	IT'S JUST ABOUT TIME	Johnny Cash, Sun 309	1
45	45	53	79		TUNNEL OF LOVE	Elton John, Columbia 41251	8
—	—	—	80	★	TRY ME	Janet Brown, Federal 12337	1
—	—	—	81	★	GOODBYE BABY	Jack Scott, Capitol 493	1
58	77	76	82		ALL OVER AGAIN	Johnny Cash, Columbia 41251	11
—	—	—	83	★	RUN, RUDOLPH, RUN	Chuck Berry, Chess 1714	1
81	61	66	84		INTERMISSION RIFF	Berle Love Ork, Cameo 153	4
—	—	—	85	★	I JUST THOUGHT YOU'D LIKE TO KNOW	Johnny Cash, Sun 309	1
33	50	74	86		TEARS ON MY PILLOW	Little Anthony & the Imperials, Font 1927	19
40	55	51	87		LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7383	10
—	—	90	88		DIAMOND RING	Berry Wallace, Challenge 59027	2
83	100	—	89		JO JO GUNNE	Chuck Berry, Chess 1709	4
—	—	—	90	★	MERRY CHRISTMAS BABY	Chuck Berry, Chess 1714	1

THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

IT'S JUST ABOUT TIME	Johnny Cash
I JUST THOUGHT YOU'D LIKE TO KNOW	(Clement, BMI) (Hi-Lo, BMI) Sun 309
STAGGER LEE	Lloyd Price
(Sheldon, BMI) You Need Love (Pamco, BMI) ABC-Paramount 9927	
GOODBYE BABY	Jack Scott
(Starfire, BMI) Save My Soul (Starfire, BMI) Carlton 493	
I CRIED A TEAR	La Vern Baker
(Progressive, BMI) Dix-A-Billy (Sounds, ASCAP) Atlantic 2007	
MANHATTAN SPIRITUAL	Rea Owen Ork
(Zodiac, BMI) Ritual Blues (Zodiac, BMI) Palette 5005	

The above are previous Billboard Spotlight picks

16 CANDLES	The Crests
(Coronation, BMI) Beside You (Winneton, BMI) Coed 506	

CHRISTMAS

DONDE ESTA SANTA CLAUS!	Angie Brier
(Ragtime, ASCAP) Or Falso (Shapiro-Bernstein, ASCAP) Metro 20010	
RUN, RUDOLPH, RUN	Chuck Berry
MERRY CHRISTMAS, BABY	(Arc, BMI) (St. Louis, ASCAP) Chess 1714

C&W

WHICH OF US IS TO BLAME!	The Wilburn Brothers
(Ridgeway, ASCAP) Knoxville Girl (Sara-Fire, BMI) Decca 30787	
SITTIN' ALONE	Webb Pierce
I'M LETTING YOU GO	(Cedarwood, BMI) (Cedarwood, BMI) Decca 30789

The above are previous Billboard Spotlight picks

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91	81	THE FOOL & THE ANGEL	Bobby Helms, Decca 30749	2
—	—	—	92		PHILADELPHIA, U.S.A.	Art Lund, Coral 62064	1
—	90	72	93		LITTLE RED RIDING HOOD	Big Boyez, Mercury 71375	3
—	88	89	94		A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	5
42	85	92	95		COME ON, LET'S GO	Whitie Valens, Dot-41 4104	13
—	—	—	96		PRETTY GIRLS EVERYWHERE	Ernest Church, Chess 1255	1
—	—	—	97		DREAMY EYES	Johnny Tillotson, Cadence 1353	3
—	—	—	98		SEVEN MINUTES IN HEAVEN	Paul Yala, ABC-Paramount 999	1
41	56	60	99		FALLIN'	Connie Francis, M-G-M 13713	10
—	—	—	100		COME PRIMA	Patsy Bergen, Columbia 41378	1

"SWEET LITTLE
ROCK 'n' ROLLER"

CHUCK
BERRY

Chess 3709

Thanks D. J. J.

Chuck Berry

Harvey

"MERRY
CHRISTMAS, BABY"

The Billboards
DECEMBER 1, 1958
Christmas Records



"RUN, RUDOLPH, RUN"
CHUCK BERRY

Moonglows

Dale Hawkins

Muddy Waters

Little Walter

L. C. Cooke

"DO YOU
REMEMBER?"

Top New Star

L. C. COOKE

Checker 903

Pastels

Monotones
Sonny Boy
Williamson

follow-up to
"Ten Commandments of Love"

"I WANT SOMEBODY"

HARVEY

(formerly with the Moonglows)

Chess 1213

Howling
Wolf

Billy Emerson

Ahmad Jamal

Ramsey Lewis

Pat & Ray

James Moody

TAB SMITH
does

"SMOKE GETS IN
YOUR EYES"

by

"MY HAPPINESS CHA-CHA-CHA"

Argo 5322

The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
10	7	5	1	LONELY TEARDROPS	Jackie Wilson, Brunswick, 25181	5
4	2	1	2	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	9
11	6	4	3	NOBODY BUT YOU	Dee Clark, A&R 1019	5
16	3	2	4	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	4
14	11	14	5	TRY ME	James Brown, Federal 12337	6
7	14	13	6	QUEEN OF THE HOP	Bobby Darin, A&R 9127	7
3	4	7	7	IT'S ALL IN THE GAME	Tommy Edwards, M.G.M. 12648	9
12	10	8	8	IT DON'T HURT NO MORE	Nappy Brown, Savoy 3551	9
13	16	17	9	PLEASE ACCEPT MY LOVE	B. B. King, King 315	6
—	—	—	10	SMOKE GETS IN YOUR EYES	Pastels, Mercury 7383	1
26	22	25	11	CHANTILLY LACE	Big Boy, Mercury 7343	9
1	1	3	12	TOPSY II	Cory Cole, Love 10014	9
—	—	—	13	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 3709	1
6	9	9	14	KEY TO THE HIGHWAY	Little Walter, Checker 961	9
—	—	—	15	ROCKHOUSE II	Ray Charles, Atlantic 2096	1
—	—	—	16	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	1
17	13	10	17	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	5
8	12	15	18	HOLD IT!	Bill Doggett, King 5149	9
9	15	19	19	CLOSE TO YOU	Muddy Waters, Chess 1784	9
—	—	—	20	CHIPMUNK SONG	David Seville, Liberty 75148	1
27	24	23	21	HERE I STAND	Wade Fleming, Vee Jay 295	4
—	—	—	22	CANNON BALL	Duane Eddy, Jangle 1111	1
—	25	22	23	LOVE YOU MOST OF ALL	Sam Cooke, A&R 32086	9
—	—	—	24	KEEP A-DRIVING	Chuck Wilson, Atlantic 2087	1
19	23	27	25	EVERYTHING WILL BE ALL RIGHT	Gene Allison, Vee Jay 299	4
—	—	—	26	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4853	1
—	—	—	27	MAKE ME A PRESENT OF YOU	Dinah Washington, Mercury 73777	1
—	—	—	28	YOU CHEATED	Shirley, Dot 12885	1
15	18	21	29	WIN YOUR LOVE FOR ME	Sam Cooke, King 32045	9
18	17	12	30	ONE NIGHT	Etta James, RCA Victor 7418	5



BEST SELLERS!

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BILL
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King 5159

**HOLD IT
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• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Chart	Weeks on Chart
1. TOM DOOLEY (Beechwood)	2	7	2
2. TO KNOW HIM IS TO LOVE HIM (Warman)	1	7	1
3. THE DAY THE RAINS CAME (Garland)	4	10	4
4. NON DIMENTICAR (Hollis)	3	9	3
5. THE WORLD OUTSIDE (Chappell)	6	4	6
6. LONESOME TOWN (Eric)	7	5	7
7. THE CHIPMUNK SONG (Monarch)	—	1	—
8. IT'S ALL IN THE GAME (Remick)	5	13	5
9. WHITE CHRISTMAS (Berlin)	—	1	—
10. I'LL REMEMBER TONIGHT (Feist)	11	2	11
11. WINTER WONDERLAND (Bregman, Vocco & Conn.)	—	1	—
12. COME PRIMA (AMC)	14	2	14
13. NEAR YOU (Supreme)	8	14	8
14. IT'S ONLY MAKE BELIEVE (Marielle)	12	3	12
15. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	—	1	—
15. SILVER BELLS (Paramount)	—	1	—

• Best Selling Sheet Music in Britain

(For week ending December 6)

A cabied report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music stores. America publishers in parentheses.

More Than Ever—Stetling (Amico)	Bird Dog—Acuff-Rose (Acuff-Rose)
Mary's Boy Child—Bourne (Schumann)	It's Only Make Believe—Francis Day (Marielle)
A Certain Smile—Robbins (Robbins)	Tom Dooley—Admore (Beechwood)
It's All in the Game—Blowson (Remick)	Voice of Mary—Chappell (Julie)
Volare—Robbins (Robbins)	When—Southern (Sounds)
Trudie—Henderson (Kausner)	I Heard the Bells on Christmas Day—Chappell (St. Nicholas)
Someday—Darius (Leeds)	Real Love—Progressive (Walken)
Tom Dooley—Eases (Ladlow)	Tulips From Amsterdam—Cinephonie (Natura)
Caroline Moon—Lawrence Wright (Crownway)	I Love Make the World Go Round—Chappell (Winston)
Hoos Moon—Southern (Southern)	
You Need Hands—Lakeview (Leeds)	

• Best Selling Pop Records in Britain

(For week ending December 6)

Printed from the courtesy of the "New Musical Express," Britain's foremost Musical Publication.

This Week	Last Week	Chart	Weeks on Chart
1. HOOTS MON—Lord Rockingham's XI (Decca)	2	1	2
2. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM)	1	1	1
3. TOM DOOLEY—Lonnie Donegan (Pye-Nax)	4	1	4
4. IT'S ALL IN THE GAME—Tommy Edwards (MGM)	3	1	3
5. TOM DOOLEY—Kingston Trio (Capitol)	7	1	7
5. HIGH CLASS BABY—Cilla Black (Columbia)	10	1	10
7. TEA FOR TWO CIA CIA—Tommy Dorsey Orchestra (Brunswick)	8	1	8
8. LOVE MAKES THE WORLD GO ROUND—Perry Como (RCA)	12	1	12
9. MORE THAN EVER—Madelin Vaughan (HMV)	5	1	5
10. A CERTAIN SMILE—Johnny Mathis (Fonema)	11	1	11
10. COME PRIMA—Marino Marini (Durium)	15	1	15
13. SOMEDAY—Ricky Nelson (London)	8	1	8
13. COME ON LET'S GO—Tommy Stettin (Decca)	15	1	15
14. THE DAY THE RAINS CAME—Jene Morgan (London)	15	1	15
15. MANDOLINS IN THE MOONLIGHT—Perry Como (RCA)	18	1	18
16. BIRD DOG—Everly Brothers (London)	13	1	13
17. MARY'S BOY CHILD—Harry Belafonte (RCA)	20	1	20
18. REAL LOVE—Rudy Murray (Columbia)	13	1	13
19. SOMEDAY—Jodie Smith (HMV)	20	1	20
20. STUPID CUPID/CAROLINA MOON—Cemile Francis (MGM)	14	1	14

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The Billboard Reviews THIS WEEK'S SINGLES

Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

(Each item is rated strictly according to its sales potential in the category in which it is classified.)

SPOTLIGHT—Strongest Sales Potential of All records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

DEBBIE REYNOLDS

★★★ **The Aha Daba Honeycomb**
DOT 1544—The chick comes thru with a new wailing of her first disk clip of some ragsy pop. This is in the rocking groove. It really infuses and could step out. (Felix, ASCAP)

★★ **Love Is a Thing**
Maver comes thru in presented with charm by Miss Reynolds. Novelty-type could step out, the flip seems a bit stronger. (Cameo, ASCAP)

THE ROCK-A-BOOTS

★★★ **CLANCELEIGH 100%**—As exciting instrumental rocker with good title and fast-moving, effective on work. Strong dance side. (Rounded - Discs - Lovell, BMI)

★★ **It's a Fun Girl**
Another come thru lead and group with catchy-rocket with funny lyrics about a girl who loves a girl who's a man. (Rounded-Discs/Lovell, BMI)

LOU MONTE

★★ **Where Do You Work Marie**
LOU MONTE 7417—The oldie "Where Do You Work Marie" is in this happy item, which Monte and the group handle well. Could get spins. (Shapiro-Berante, ASCAP)

★★ **Skippy Leap**
Maver comes thru with another Italian language effort which has hands with vigor. Should appeal to his large following. (Monomey, BMI)

THE FIDDLE JUMPERS

★★ **Headin' South**
FEDERAL 12343—Rock instrumental side with infectious tempo and fine rockin' action. Strong side with dual market appeal. (Arno, BMI)

★★ **Quiet Dad**
Another catchy instrumental with stand-out sax and electric guitar work and a driving beat. (Martin Rose, BMI)

THE CUMINGS SISTERS

★★ **Intend on Going Steady**
RCA VICTOR 7415—The chicks have an eye for going steady and are describing all the enticement to which they'll go in order to get a steady side, and the girls have a bright sound that can attract. (Loew, BMI)

★★ **It Happened Last Night**
Rockabilly to merit handled by the girls. It has a topical theme about the hitch of love in the movies. It can go as well as the flip. Tune was created by Earl Wilson and son. (Brighton, ASCAP)

BE RANEY

★★ **Ever**
CAMPBELL 4110—Multi-track vocal on the walls is an interesting effort. Fine cut and liberates appeal help all its way. (Cameo, ASCAP)

★★ **The Bestless One**
The talented throat has a warm sound on the haunting ballad. This is mostly backed by link rock and chorus support. Good lucky item. (Felix, BMI)

DICK MARQUIS

★★ **Walk Around in Circles**
DELTA 1001—Marquis has a good sound on the moderate tempo number. The wiper is nicely handled with good plucked string backing. (Gems, BMI)

Let Me Hold You Tight

★★ **Mild rocker** is also awarded a fine delivery by the talented new cut. With exposure the disc coupling might step out. (Lama, BMI)

ROBEN PAUL

★★ **Please Wait For Me**
FLIP 341—Paul handles the pleading rockabilly in reasonable fashion. The call is telling his chick to wait for him, until he returns from the Army. It has a driving fast tempo. Good listen. (Lama, BMI)

Year Cold, Cold Heart

★★ **Mild rocker** is also awarded a fine delivery by the talented new cut. With exposure the disc coupling might step out. (Lama, BMI)

GEND AND GINA

★★ **Kooka-Doog**
MERCURY 7198—Bright title is some in warm fashion by Gina and Gina as they talk of ancient Chinese proverbs. (Felix, BMI)

You're Miss Alone

★★ **The pair** sings the material in fair fashion over rousing guitar sounds. (Felix, BMI)

MAMIE VAN DOREN

★★ **Nobody But You**
DOT 1583—Chick comes thru with a husky vocal, very reminiscent of the Dee Clark hit. It has a sound and could get some of the ones. (Gleason, ASCAP)

A Lifetime of Love

★★ **A rockabilly** is rockabilly by the movie star. Flip is stronger. (Randy-Satin, ASCAP)

THE TONES

★★ **Three Little Loves**
BATON 265—Bright, swingy effort receives a strong backing from the Tones, while the band stomps along behind them. Listenable side here, the could get some cuts. (Darc, BMI)

We Belong Together

★★ **Lead singer** handles the rockabilly really, supported well by the rest of the group. (Dees, BMI)

THE TABS

★★ **First Star**
DOT 1584—Rockabilly is warmly received by the lead voice with mildly driving group and rock support. The idea is somewhat similar to "Little Star" It can create interest. (No-Star, BMI)

Armed and Dangerous

★★ **Armed and Dangerous**
On this side the rock with a rock attitude, agile with Bonita in the lead. (Roney, ASCAP)

MORRISON SISTERS

★★ **Decca 3078**—This could be considered as a rocker of type but the music's more if exposed. (No-Star, BMI)

Go Man Go

★★ **Go Man Go**
This rhythm side has a prime, musical quality, like a vocal exercise. (Shelton, BMI)

THE KINGS

★★ **RCA Victor 7419**—The Elphant Walk is a new dance and the boys sing about it with gusto over boogie support. This could get some action if exposed. (J&M, BMI)



Pop Records

THE FOUR LADS THE GIRL ON PAGE 44 (Korwin, ASCAP) SUNDAY (Williamson, ASCAP)

The Lads have another strong effort to follow up their current big "The Mocking Bird." "The Girl" is a cute Dick Adler-Bob Allen tune about finding a girl via the Sears & Roebuck catalog. Flip is a pleasant song from Rodgers and Hammerstein's "Flower Drum Song" that should also pull in coin.



DORIS DAY KISSIN' MY HONEY (Artists, ASCAP) I ENJOY BEING A GIRL (Williamson, ASCAP)

"Kissin'" is a bright, hand-clapper that should pop heavy despite day and also gather strong sales. Cheerful chorus backing helps the artist on the cute side. Flip, "I Enjoy Being a Girl," is a bouancy item from "Flower Drum Song" that can also score. Columbia 41307



THE KALIN TWINS OH! MY GOODNESS (Jason, BMJ) IT'S ONLY THE BEGINNING (Daniels, ASCAP)

The Twins could have their third in a row with either of these fine outings. "Oh! My Goodness" is a rocker which they present over rhythmic backing. Flip, "It's Only the Beginning," is a pretty rockabilly that's sung with feeling. Decca 30907



CYRIL STAPLETON THE CHILDREN'S MARCHING SONG (Miller, ASCAP)

A children's chorus rendered the tune from "The Inn of the Sixth Happiness" with plenty of charm against bright march backing. It's an infectious side that can easily take off. Flip is "The Inn of the Sixth Happiness." London 1851



★★ **The You**
This King how on the label with a noticeable reminder of a pretty rockabilly. (Helm, BMI)

EARL BOSTIC

★★ **Rebels On The Run**
The Earl Bostic grew comes thru with a solid driving cha cha beat with Bonita walking over on this. Should get lots of spins and some juke box. (Earl, BMI)

★★ **Rockin' With Richard**
On this side the rock with a rock attitude, agile with Bonita in the lead. (Roney, ASCAP)

TINY TIM & THE HITS

★★ **Don't Bore**
ROULETTE 412—The rocking, hand-clapping side. It's a bluesy groove in a pop rhythm. Good sound in the down-to-earth style. This one, could more if exposed. (L&M & Star-Shus, BMI)

★★ **Wedding Bells**
The mixed group turns out a slow rockabilly, side as "Down the Aisle of Love" in message. Lead chick gives a deeply devoted feeling. A crazy,

melanch sound could hit some one. (L&M & Star-Shus, BMI)

THE CHARGERS

★★ **The Countess**
RCA VICTOR 7417—The gang did come well with "Oh McDonald." This Goodie quality side is a vigorous style has a sound. Decca's side can be a hit. (BMI)

How In My Heart

★★ **Ballad with beat** is nicely delivered by the group against mildly driving rock backing. Smart arrangement of the listenable tune. (Nichols, BMI)

THE SWEETHEARTS

★★ **Just Got the Feeling**
TERRIFIC 151—Fervent vocalizing by group on solid rhythm item with exciting spiritual flavor. Meters plays in both markets. (Miller Songcraft, BMI)

My Heart

★★ **Pleasant chanting** on pretty folk-style dirge. Flip is better side. (Miller Songcraft, BMI)

RAMSEY LEWIS TRIO

★★ **Delia**
ASCAP 3322—Latin tempo marks this

attractive jazz-flavored instrumental side from the trio's recent LP. Nice was for pop and jazz juke. (Chappell, ASCAP)

Iracy Blues

★★ **Exotic jazz instrumental** side for hip juke. (Hear, BMI)

★★ **Don Crawford & THE RECORDS**
★★ **Ugly Duckling**
SCOTTY 120—A philosophical lyric, wherein the ugly girl falls her plight to her mirror; but mirrors takes care of it all. Folk in quality, with rock and roll figures. (Seeger, BMI)

★★ **Why, Why, Why?**
A rocker, heavy in quality Crawford's style is in the rockabilly groove. (Seeger, BMI)

★★ **BILLY ECSTINE - SARAH VAUGHAN**
★★ **Alexander's Rustling Band**
MERCURY 7193—The Rustle standard is handled a nice go by the pair on a bright, rocking side. Could get jukebox spins. (RCA, ASCAP)

★★ **No Limit**
The singers come thru with a bubbly ending of a country striver. It's a

The fastest, most complete and most authoritative evaluation of this week's new releases

DANNY LESTER

WAIT FOR ME (Chiff, BMI)

Lester has a good sound on the celestial-type rockaballad. Pretty tune plus teen-slanted lyrics give this strong potential. It has a spoken bridge. Side is being distributed thru Verve Records. Flip is "Arlinda." (Chiff, BMI).

Pop Talent

BILLY GRAVES

THE SHAG (Combine, BMI)
UNCERTAIN (Combine, BMI)

Graves has two potent sides which he delivers with strong appeal. They're handsome first efforts that could prove winners. "The Shag" is a rocker about a "new" dance. "Uncertain" is a country-type tune. Both are nicely read. Monument 401

Pop Disk Jockey Programming

THE WILDCATS

GAZACHSTAHAGEN (Sea Lark Enterprises, BMI)

The crew gives out with a bright go on this jazz rocker. The combination of guitars and organ provides a listenable sound. It's a good dance side also, and it rates spins a-plenty. Flip is "Bilby's Cha Cha." (Coquest, ASCAP). United Artists 154

RED FOLEY

SMILES (Remick, ASCAP)

Foley, the fine country artist, presents the tune with appeal. It offers spinable material for pop jocks. "Smiles," the happy ode, is sung in gang fashion. The arrangement is interesting and whirly should find approval. Flip is "Love Is Love." (Roosevelt, BMI) Decca 30862

C & W Records

JOHNNY HORTON

WHISPERING PINES (Buna, BMI)
WHEN IT'S SPRINGTIME IN ALASKA (Cajun, BMI)

These are Horton's best sides recently. "Whispering Pines" is a pretty country weeper-ballad that it charmed in real style. "When It's Springtime in Alaska" is another tribute to the 49th State. Either can step out. Columbia 41308

R&B Records

No selections this week.

The number for the Jingolets' recording of "Jingle Bell Rock" b/w "Christmas Morn," a Christmas Disk Jockey Programming Spotlight in last week's issue, was unintentionally omitted. Label and number are Brunswick 55108.



THE BELL HOPS

* * * Carmelo
BAMB 102—Platonic chanting by boys on romantic theme with catchy Latin tune. (Wanessa, BMI)

* * * Tee-See Years
Nostalgic teen-appetized ballad sung sincerely by group. (Wanessa, BMI)

THE RAY RAY BOYS

* * * The Michigan Cha Cha (The Victor)
PARK LANE 102—The Michigan flip song is given a sprightly cha cha treatment by the crew. It should generate lots of territorial interest. (Melrose, BMI)

* * * The Ohio State Cha Cha (Kronos The Field)
The Ohio State school song undergoes a similar styling. Sales potential appears similar. (Melrose, BMI)

MARK TAYLOR

* * * Linda Lou
JUDD 106—Attractive folk-flavored flier is sung playfully by Taylor with catchy tune. (Harbor-Jee, BMI)

* * * Promise Me Darling
Romantic reading by Taylor on sentimental ballad. (Harbor, BMI)

THE DEL KNIGHTS

* * * Compensation
LIVE UP 202—This record has the euphoric sound of confusion with voices coming in prissy which way. An interesting side for college fraternity. (G & H-Venture, BMI)

* * * Everything
A wild chick's voice keeps coming up around the boys on this rocker which reminds of "Yakety Yak." Okay side. (G & H-Venture, BMI)

FRANCES BURNETT

* * * I'll Be With You
CORAL 6206—Miss Burnett offers a beautiful vocal/vocal slow, greatly rocking ballad. A pleasant group that can sing nicely. (Dinah & Columbia-Bell, BMI)

* * * Blue Prelude
The blues is given a whiff and belted through job by Mr. AW, again with a slight triplet feel in the organ backbeat. Nice performance. (Ward, ASCAP)

COUNT & GRECHEN

* * * VON BLITZSTEIN
LIVE UP 202—A-BELL 609—This was apparently recorded "on the Grand Canal" and is a romantic duet by the Count and his love, to the accompaniment of sloshing water. Another duet referred to by the world's market. (Bell, BMI)

* * * Zella
The Count launches into a doubtful, warring vocal. After the first chorus a boy's screaming takes over and heates up the session. Great for screwball sets. (Bell, BMI)

YARU! BROTHERS

* * * Solitude
JAZZ 101—The Ellington standard done instrumentally, featuring harmonica. Simple and pleasant arrangement. (American Academy of Music, ASCAP)

* * * Sugar Blues
The second standard done instrumentally, featuring harmonica. Simple and pleasant arrangement, and delectable to this arrangement, and delectable to this arrangement. (American Academy of Music, ASCAP)

THE ACORNS

* * * Anad
UNART 206—Old-fashioned rocker in sold with some interest by the Acorns over routine backing. (Lakeland, ASCAP)

* * * I'm Gonna Stick to You
Same comment. (Admiration, BMI)

MORRY MARKER

* * * Tear Down the House
BACK BEAT 52—Solid f.r. backing marks this okay rockabilly warbling tune. (Lion, BMI)

* * * Tell Me You Love Me
Eternity review by warbler and Henry 55167—Big, big rockabilized

group on feelingful rockabilized. (Lion, BMI)

* Chi-Cha

The boys sing this Yalena Yal' styled effectively. (Harbor, BMI)

DON STERLING

* * * That Wonderful Someone
CORVETTE 1006—Sterling rears something of the style of Janette Kay in this moderate-paced instrumental message. Side is backed by a chorus and so on which breaks out a triplet rhythm backing. (Star, BMI)

* * * Two Shades of Blue
This has something of "Some of Those Days" in its flavor. It's done to a rocking setting but doesn't quite come across. (Harbor-Reed, ASCAP)

VINCE CASTRO

* * * Too Proud to Cry
APT 25021—The ballad of heartbreak is handled with emotional smolder by Castro, with a celestial sounding chock who comes in for the breaks. A possibility. (R & S, BMI)

* Cassie & Lita Yoo

The rhythm side. Castro gives it a fair effort but the material is weak. (R & S, BMI)

THE CAMEOS, FEATURING BILLY ROME

* * * ALL 501—Reminiscence of many current rock and roll hits is this medium tempo effort which Billy Rome and the Cameos handle nicely. (Ward, BMI)

* Bill Revere and the Cameos

Bill Revere and the Cameos tag along a big habboon who's the king of the jungle as well as a lover. (Ward, BMI)

THE BUDDIES

* * * Mya's a Little
TIARA 6121—Infectious backing is best thing about this side, which features okay vocal by group on catchy f.r. duet. (Jumbly, BMI)

* Resizes

Resizes warbling job by boys on so-so f.r. ballad. (Jumbly, BMI)

JACK WILLIAMS

* * * I Think I Better Pay
SHAZA 102—Jack Williams, recording under his own name for the first time since his early work with showmanship simplicity on a solid country-flavored duet with good beats. Dual market appeal. (Valley View & Ronde, BMI)

* * * Shampagne Cha Cha
Williams spots Shampagne-type style with backing blends f.r. flavor with cha cha tempo. (Valley View & Ronde, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

* * * THE COOLBROTHERS—The Columbia Ring Hello Mr. New Year—Lata 102
LINDA (CORAL)—Same from "The Jingolets" (Lata 102)
—Coral 6206

* * * JERRY LEE—Unfinished Castles One Day, One Night—Hoff 745
JOHN HENRI—Cupful of Sunshine 'AR
Fate—The Day Time Mink—Sage 177

* * * IFFX JOHNSON—O'ra Song Filly Ditty
Fate—The Day Time Mink—Sage 177
KATE JONES & ANN COLLINS—Swing Low, Sweet Cherry—(Parts 1 & 2)—Bell 2702

* * * SHEPPY KING—Come Back, Maude!—Shower the Combos—Sage 177
THE NOBLETONES—Who Cares About You—Sage 177
THE SPIRITLES—No Dear—Sage—Columbia 301

* * * TANNIE TAYLOR—Since You've Been Gone—Kilgus Sound—Whispering 105
JOANNE VINCENT—Merry Merry, Santa Claus/Santa and His Sleigh—Rondel 0618

Country & Western

* * * MERL LINDSAY
* * * Steady As She Goes
D 1028—Official rhythm side, hillbilly in concept. Lindsay belts it out well.

(Continued on page 87)



real with the pair and they don't come off with it. (Oxford, ASCAP)

DICK HAYMES

STEREO A MONSIEUR.

* * * The Be Beautiful

SUNBEAM 120—Tender reading of wistful love song from "Flower Drum Song." Merita spots, but Mable version of tune will probably appeal both of you. Pleasant stereo effect. (Williamson, ASCAP)

* * * 'Tat Fied

Swing vocalizing by Haymes on smart belted. (Newman, BMI)

SANDY SEWART

* * * To My Love

EAST WEST 122—Pretty song is sung sweetly by Sandy Sewart on warm backing. (Miffler, ASCAP)

* * * Meads, Made, Meads
The best number of a few years ago is sung neatly by the through over appropriate support. (Crescent, ASCAP)

DON RALKE

* * * Sebastian
WARNER BROS. 5025—Pleasant theme is handled aptly by the combo. Could get plays. (Warnar, ASCAP)

* * * 77 Sunset Strip

Song from the TV series is played and sung nicely by the Ratle crew. (Warnar, ASCAP)

ROBBI BOYLE

* * * Safe the Bottle
CLYDEA 6122—Song based on the romantic, children's game inspires this happy effort which is sung with feeling by Miss Boyle. (ASCAP, BMI)

* * * The Follow Over There

New belted song nicely by the thrush. (Melody Tunes, BMI)

THE ROGIES

* * * Cha-Cha Louisa
GUYDEN 2007—The wonderful side of another set is backed a happy cha cha reading by the Rogies, an instrumental combo. (Famous, ASCAP)

* * * Lullaby-Rock

Okay tune is played and hummed pleasantly. (Paul-Marx, BMI)

DOC BAGBY

* * * Menace Tunes
LUNAT 206—A medium paced instrumental featuring long boogie tempo choruses interspersed with guitar and organ spots. The side swings and rocks and would be fine for the boxes and juke. (Crescent, BMI)

* * * Anything

A blues in an easy, lightly swinging pace. Side again highlights the tenor with the organ and guitar backing. More danceable stuff. (Crescent, BMI)

THE ACORNS

* * * Anad
UNART 206—Old-fashioned rocker in sold with some interest by the Acorns over routine backing. (Lakeland, ASCAP)

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* * * Tell Me You Love Me

Eternity review by warbler and Henry 55167—Big, big rockabilized

NOT JUST 1 BUT

FIVE HITS



"HERE I
STAND"
WADE
FLEMONS
Veejey 295

DEE CLARK
"NOBODY
BUT YOU"
Abner 1019

"GIFT
OF LOVE"
IMPRESSIONS
Abner 1023

R&B Records

JIMMY REED

ENDS AND ODDS
I TOLD YOU, BABY

Reed has two great blues sides that should gather lots of r.&b. coin especially in the Southern markets. "Ends and Odds" is the natural follow-up to his previous click, "Odds and Ends." "I Told You, Baby" is a slower blues, but just as powerful.

Vee Jay 304



THE LAST HIT B-4 XMAS!
"TELL ME THE TRUTH"
GENE ALLISON
Veejey 305



"Without D. J. friends, we'd be colder than the weather" . . .

Veejay-Abner Records

2129 S. Michigan
Chicago (16), Illinois. CA 5-6141

The Billboard HOT C&W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	CITY LIGHTS	Ray Price, Columbia 4191	9
12	11	9	2	BILLY BAYOU	Jim Reeves, RCA Victor 7388	6
8	5	4	3	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4873	7
3	2	2	4	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	9
13	7	5	5	LIFE TO GO	Stewart Jackson, Columbia 41237	7
5	6	7	8	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7336	9
7	8	8	7	WHAT DO I CARE!	Johnny Cash, Columbia 41251	9
2	3	3	8	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4817	9
9	4	10	9	ALL OVER AGAIN	Johnny Cash, Columbia 41251	9
17	16	11	10	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12767	7
22	13	13	11	TREASURE OF LOVE	George Jones, Mercury 71373	5
15	14	15	12	MY BABY'S GONE	Louise Brothers, Capitol 4882	9
4	10	6	13	ALONE WITH YOU	Faron Young, Capitol 4862	9
—	—	—	14	HAVE BLUES WILL TRAVEL	Eddie Nock D 3019	1
14	20	18	15	THAT'S THE WAY I FEEL	Faron Young, Capitol 4826	9
11	9	12	16	HALF A MIND	Fredrick Tubb, Decca 3688	9
—	—	—	17	COME WALK WITH ME	Stoney Cooper & Wilma Lee, Hickory 6885	1
16	18	20	18	TOUCH AND GO HEART	Kitty Wells, Decca 36736	8
—	21	21	19	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 36736	4
25	30	—	20	CIGARETTES AND COFFEE BLUES	Leroy Frideric, Columbia 41268	3
18	22	19	21	TUPELO COUNTY JAIL	Walt Piersce, Decca 36711	9
27	—	26	22	I'D LIKE TO BE	Jim Reeves, RCA Victor 7388	4
6	15	14	23	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 393	9
—	25	22	24	PROBLEMS	Walt Piersce, Decca 36711	3
26	17	16	25	FALLING BACK TO YOU	Walt Piersce, Decca 36711	9
—	—	30	26	ROCK HEARTS	Jimmy Martin, Decca 36765	2
—	—	—	27	AIN'T I THE LUCKY ONE	Nancy Robbins, Columbia 41283	1
—	—	—	28	WALKING THE SLOW WALK	Curt Smith, Columbia 41243	1
29	—	24	29	THE VIOLET AND A ROSE	Max Tille, Columbia 41289	4
—	24	28	30	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4865	3

Memorandum

TO: Disk Jockeys
Everywhere
FROM: Nashboro,
Exello
and Nasco
Records

During the "rush" of typical business days we may forget to convey our appreciation to those most deserving of it. So here's many thanks, disk jockeys. We are extremely grateful for what you have done for us in 1958.

RECORDS WHOLESALE

1-STOP SERVICE!
for Operators, Dealers
and Rack Jobbers
ALL LABELS

1-Day Service • Free Title Strips

45's... **60¢**

Most EP's... 7 1/2" LP's & Ties

LP's... **91¢ \$2.47**

\$3.09 \$3.69

C.O.D. or check with order, plus postage

REDISCO

1221 West North Avenue
Baltimore 17, Maryland
Madison 3-1517-8

GET...

"THE
BUG"

It's Dancing All Over
America

PUNCH RECORDS

412 1/2 Ave. 9th St., Washington, D. C.
RE 7-5773

"LIGHTING"

b/w "NEVER MIND, NEVER
MIND, NEVER MIND"

102

TEAL JOY

AAMCO RECORDS (A Division of
Allison Enterprises)
204 WEST 49th ST. NEW YORK, N. Y.

AUDITION
a new selling force

...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

Distributors in Catbird Seat

• *Continued from page 3*

ord started, a new label, or an odd quiescent label, tries to dream up schemes to make its indie distributor a little more than a clerk. Free records, or freebies, started as a way to get the indie distributor off his chair. Back in the early '50s several labels came up with the idea of 300 free disks for every 1,000 purchased initially, and this interested the distributors no end. The 300 freebies were to be given to one stop who in turn were to give them to operators. The free 300 for 1,000 purchased was soon picked up by every other distributor and everyone was equal again. After this gambit came the one-for-one deal, in which one disk was given free to a distributor for every disk purchased over a limited time period—on certain "hot" disks. Many—though not all—companies used this gimmick to get a distributor moving, and it is still in vogue now and then.

Newest Wrinkle
Newest wrinkle was thought up by a careful analyst as a large firm a few months ago. Instead of giving away 200 or 300 of the same record for every 1,000 purchased, he gave away a different number of freebies—what happened to be on his label—in order to get a new disk into distributor stockrooms in quantity. Distributors able to handle the disk in quantity worked on it, and turned this record too into a number one. In some other firms, however, this gimmick, with a few slight changes, and found it did them a lot of good.

What happens to the free records that distributors get from manufacturers? Some are given away, some are used for special promotion deals, some are sold at a special price. Some are sold and the loot used for promotion. And many are dumped—since being free they can't be returned for credit.

Jensen Tells How

• *Continued from page 68*

Jensen insists on 15 separate polishing operations—many of them by hand.

4. Needle zoning is not always accurate. In better needles tolerances must be met within a tiny fraction of an inch, insuring extra record protection.

5. Quality controls vary with different brands of diamond needles. Needles should pass a series of "torture tests" before they leave the plant. These tests protect the customer against later pitting of his records—even if he accidentally drops a player arm on a moving disk.

To dramatize its diamond quality, Jensen is preparing a handsome new kit, to be unveiled in retail shops next month.

For its holiday promotion, Jensen is urging customers to "Give diamonds for Christmas!" The company's stepped-up diamond promotion came on the heels of widespread interest in the fabulous Hope diamond. The huge inky-black jewel was recently donated by Harry Winston to the Smithsonian Institution.

Execs Prefer

• *Continued from page 66*

AM-FM radio, \$75 to \$150; hi-fi record player, \$150 to \$300.

In the survey, the execs were given catalogs containing over 100 items with prices, descriptive material and prices. They were asked to pick the three gifts which would give them the most pleasure to receive. Answers are rounded on up or down, and the mail-in was put into punch cards for machine processing.

Under any circumstances distributors can use this largesse as they choose. And this fact of this largesse makes it pleasant, along with the monopolistic position they have with their many indie lines, to be an indie distributor these days. At the present time more than 75 per cent of all hit singles come from the indie labels, with the majors accounting for only 25 per cent. At the present time conditions it is hard to find an indie distributor in any city who does not have at least one hit single for sale at any one time. And now some indie distributors have their own labels, and a few of these labels are very hot indeed.

As the number of record labels keep increasing and as firms grow in size and in number of releases, it is highly probable that more and more new indie distributors will open up in major markets. This will help limit the number of favors that manufacturers can give the majors. But until that happens, the indie distributor is in pretty good shape and in pretty good spirits.

Merc Meetings

• *Continued from page 2*

Myers, director of advertising and promotion, will be in charge of this meeting.

In his commentary on the sales meetings, to be led by departments of the top exec staff, Myers said the focus will be on the post-Christmas prospects for stereo

Abramson Starts

• *Continued from page 2*

ously. According to Abramson, the stereo product will be produced so as to appeal from both the repertoire and electronic standpoints. Abramson, whose new offices are at 224 W. 49th Street, is now setting up a distrib network. He says he will work with people with whom he has long been associated. With him at Triumph is Bill Spitzky, who was Abramson's assistant at Atco, Atlantic subsidiary which Abramson directed during the past two years.

Talent signed for Triumph includes singer Tony Middleton, the Triumphs, a new Washington group; Varetta Dillard; Solomon Burke; the Hilly Crystal and the Majors, who had recorded for Atco and Jubilee.

Abramson has been in the disk business 14 years. Prior to his Atlantic affiliation he was a key chief of Atlantic Records, in which capacity he brought to the label such acts as Billy James, the JBs, the Brothers, Tony Arden, the Ravens, Dusty Fletcher ("Open the Door, Richard") and others. More recently, Abramson has worked at "Yakety Yak," "Scaroline," and "Splash Splash" were produced. Abramson said that Triumph Records will have its own studio, and new equipment for on location multi-channel stereo recording.

The study predicts that the cartridge tape market and the steady growth of the low-price WLP line. Myers said he believes that next year package sales of all categories will comprise a substantially increased percentage of total industry sales.

Armed Forces Wax Market

• *Continued from page 3*

Navy headquarters in New York. However, overseas PX's also buy from foreign sources and from licensed pressers of U. S. disks.

Kiddies Big
A large sum is spent on children's singles and LP's and thru mail order and in civilian shops for LP's not carried on PX's. Also many overseas officers and NCO want to operate their own hook shops and buy their own records.

Since the serviceman is often far removed from most retail outlets other than PX's he is a potential order customer, and the study points out that the government pays the freight for mail-order merchandise with firms only having to pay postage to the U. S. city listed in an AFO address.

Record Clubs

Servicemen will join a record club also the sponsoring firm must give some allowance for fact that serviceman moves more frequently than civilians, and the Armed Forces from on direct mail because of the tremendous burden of for-

warding mail. PX headquarters deal with over 100 record companies, and individual servicemen deal with any of the 1,600 record companies "who offer their good music at a reasonable price."

The most effective type of record club to offer military personnel, says the study, is one in which they have the option of buying at a discount, a certain number of records in a year but without an automatic shipment provision. Also recommended is a "promotion" which permits them to save up a coupon for each record they buy and then turn in five or 10 coupons for a free album later.

The study predicts military buying of records will increase 7 per cent next year, and opines that "the greatest sales potential lies in reaching all Armed Forces personnel with some discount, even if it means thru the world-wide editions of the Army Times, Air Force Times, Navy Times and the American Weekend."

Yuletide Keys Happy Boom

• *Continued from page 2*

Jolph, Ron", Keen Records is selling the Sam Cooke record of "Love of My Life" in quantity; Co-Ed Records is getting real action with "6 Candles"; 20th Fox's "Little Drummer Boy" has found longer; Carloo Records' new Jack Scott dinking of "Goodbye Baby" is selling at a faster rate than his first hit with "Low Low"; Monument Records' first disk, "Gotta Travel On" with Billy Hammer" is a big seller; Fraternity Records' "All-American Boy" is that label's fastest-seller of the year; and, it might be pleased with the sales on LeVern Baker's "I Cried a Tear"; and Little Palace Records has a hit with "Love Low". Monument's "Spiritual" with the Reg Oweo crew.

Over at M-G-M, the hot label

is staying hot with one of the best-selling Connie Francis records ever, "My Happines" and "Never Before," and a smash Christmas time "Doode Esta Santa Claus" with little Angie Rio. ABC-Paramount Records, has also come up with a smash. This is the trio waxing of "The Commemorative," being composed of Paul Anka, George Hamilton IV and Johnny Nash. And Mercury Records is swinging with a sentimental disk called "The Big Bopper's Wedding."

LP record sales too, have picked up for the holiday season. But LP sales have been less than expected all year. It's the comeback of single disks that has pleased, excited and stimulated the trade.

Customized Stereo Booms

• *Continued from page 66*

the area who build many new homes per year, etc. All are followed up immediately, brought to the store to hear various stereo systems and sold on the strength of the skillful engineering of Woodie Feil, a self-taught electronics expert, whose installations are among the biggest to go into Phoenix homes.

While Tang does quite a bit of radio and newspaper advertising, it has been the suitcase of custom-job purchasers which is responsible for most of his new prospects. "Around 90 per cent of our new customers are referrals," he said, "usually people who have visited a home which contains one of our engineered stereo systems and who come in to ask for an estimate on a similar installation in their own home. We believe that a prospect who has been sold by a satisfied previous customer is, of course, the best possible type."

When the prospect comes, he gets a complete demonstration of high fidelity and stereo, in both the cabinet sets and components. An impressive layout of lines such as Ampex, Garrard, Bostwick, McIntosh, and Reo-Ko turntables are shown. Demonstrating cabinet sets first is done delicately to impress the customer with the variations which can be worked out for about the same price with components, after which the subject of an engineered installation is taken up. Both Tang and Feil had made so many installations in booming Phoenix, growing at the rate of around 2,500 persons per month, that they can answer any question, sketch what the approx-

imate installation will look like, and clear up any of the customer's misconceptions or doubts on a single call.

In promotion, the High Fidelity and Sound Systems store used several clever "gimmicks" including simplest dinner music on FM and AM from the same station. "This worked out so well, however, that Tang intends to try it again."

Installing upward of 100 custom-engineered jobs per year, has meant retail-store sales big enough to double stereo sales in less than three years. With both stereo records and stereo tape spark-plugging the market, Tang looks forward to a record 1959.

Capitol Names

• *Continued from page 2*

Dunn, newly appointed vice president in charge of Capitol's expanded Artist & Repertoire Division. In addition to regular A.&R. functions, division was enlarged to embrace creative packaging.

Angel Records merchandising manager Geo Kepler was promoted to director of Angel repertoire department, reporting to Dunn. He will be responsible for all Angel repertoire released by GRJ in this country.

Display manager Fred Rice was promoted to director of the display arts department.

Fras relations manager Viv Rowland was promoted to director of the press relations department.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU!

Have you been paying penalties on whole sale for your business services? Now you lose business because of delay in your one-stop deliveries! Now you missed a sale because your one-stop service has an irrefutable inventory!

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!
Musical Sales is the nation's largest distributor for Baltimore, Washington and New York. It is the oldest and largest one-stop record and accessory store in the nation. The huge Musical Sales building in Baltimore is the largest and most modern in the country, and the staff shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

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Musical Sales Bldg. Baltimore 1, Md. Verdon 5-7755

SPECIAL FROM YOUR FAVORITE ONE STOP

Immediate shipment in any quantity
CHIPMUNK SONGS
David Seville

40¢ ea. 50¢ per 100. Demand price for "Sally" will be shipped only on receipt of letters than 10¢ shipment made later than 10¢.
100.00 C. 50¢ C. EPIC, WEA, ABC, BM, CANDLE, ETC. & MUS. TO 1 TR. MD.
\$10.00 C. 5.00 C. R. M. \$5.00 L.P. 30¢ C. \$2.00 C.
\$10,000 ASSORTED 12" S. 1 EACH. \$45 FOR FIFTY. \$85 PER HUNDRED.
RAYMAR SALES CO.
Dept. A, 17021 Jamaica Ave. Jamaica 32, N. Y. Olympia 84012

ADVERTISED SONGS ARE GOOD SONGS!
AROUND THE WORLD
"I'M CONNA SIT RIGHT TIGHT ON MY SATELLITE"

B/W "MY GEIGER COUNTED HEART"
"ROCK RHYTHM AND BLUES"

MUSIC: MICHAEL ALONZO LYRICS: ED MORLEY
BIG BEN MUSIC BOX 1971, SAN FRANCISCO 1, CALIF.
YOU CAN'T GO WRONG WITH A BIG BEN SONG!

◆ ◆ ◆ New Vocal New Song! New Sale! ◆ ◆ ◆
ART LASSITER 71020
◆ ◆ ◆ JUST ANOTHER DAY IN THE LIFE OF A FOOL! ◆ ◆ ◆
◆ ◆ ◆ BALLAD RECORDS 4741 LeDex, St. Louis 13, Mo. ◆ ◆ ◆

Review Spotlight on Albums . . .

Continued from page 72

Sound Albums

THE OUD

Aram Arakelian Ensemble—Carlton STLP 12/109
& LP 12/109

STEREO & MONAURAL

Few will deny that the Oud, a sort of Middle-East blend of guitar and zither, is a specialized musical taste. But it's well worth hearing in this album, when combined with a backing of percussion instruments. The stereo version produces a polyrhythmic effect like something from the Arabian Nights and should serve as a dramatic demonstration piece to show off the two-channel effect with a pair of good amps and speakers.

Specialty Albums

BORDER CORRIDA

(2-12")—Liberty LRP 5001

Dozens of packages have been released during the current upswing of interest in the bullfight, but this one tops them all. The two-disk set contains everything an aficionado could want in detailing the complete story of a spectacular day at the Tijuana bullring. The informative yet unobtrusive commentary follows all the color, from the drawing of the bulls in the morning right thru the competition for the gold sword among six of the world's top matadors. The authenticity of the arena is presented as never before, including stirring crowd reactions, authentic music and even interviews with the matadors. To get closer to the bulls would be downright dangerous. A sure sale to anyone with a touch of bull fever.

Reviews and Ratings of New Classical Albums

Continued from page 75

CLASSICAL ★★

MODJATI: SERENADE FOR WIND INSTRUMENTS

The Eastman Wind Ensemble (Fennell). Mercury MG 8174.
The students in the ensemble performed this Modjati music in an excellent tone, and the winds are all accompanied by one another. There's quite a bit of complexity in many of the beautiful sound schemes here increases its sales possibilities. Attractive cover.

BEETHOVEN: SYMPHONIES NOS. 7 & 8

London Symphony Orch. (Via Remonelli). Vox PL 18,970.
Spurred performances of both symphonies with the opening of the Seventh a particular delight. But still compared well with their sales. Lovely cover painting.

LASCO: ST. MATTHEW PASSION

In Various Arrivals with The Swabian Choir (Gretschel). Vox PL 18,989.
Students and missionaries will welcome this addition to the many Latin discography. However, it's an ancient, dry work, lacking musical interest. The "Psalms" is more "receptive" versus text and base and first two sections would be required to carry it off. Unfortunately, with the choice is very poor, the male soloists are just fair. Limited market.

SCHUBERT: STRING QUARTETS & QUINETS

The Endres Quartet with Wolf Beinhorn. Piano. (3-17") Vox VA 4.
The third volume of this issue of Schubert's chamber music offers excellent value. It contains the great "Trout" and "C Major Quintet," with the ever-loved "Death and the Maiden." The Endres ensemble plays a strange style, with first rate virtuosity. Competition is formidable but set can move among chamber music anthologies.

LASCO: SECULAR AND RELIGIOUS CHORAL WORKS

The Swabian & Chorale Chorus (Gretschel). Vox DL 389.
This is a dedicated job with soloists, choirs and conductor performing a labor of love in behalf of the 16th Century composer. The Swabian & Chorale Chorus of the works, which the performers execute nobly. Also contains complete Latin, French, and German texts, their English translations and illuminating notes. Cover for the collector.

OFFENBACH: GAITE PARISIENNE

The RIAS Orch. (Steinbach). Broadcasts A 8.
A good-sounding version of this extremely popular and much-recorded ballet. Competition extremely heavy in such merchandise. Packaging okay.

HANDEL: THE WATER MUSIC

The Netherlands Philharmonic Orch. (Hansmaager). Urania USD 1823

STEREO & MONAURAL

This music goes tremendously in leaves from the spatial realism stemming from similar to the result that the music is virtually unapproachable but two centuries. The Netherlands Philharmonic, long associated with 18th Century music, performs most creditably and the sound, too, is good. Lively and humorous but some provide some unusual historic background on the work.

MADRIGALS OF THOMAS MORLEY VOL. 3

The Dallas Consort. Vanguard BGS 503 & BGS 577

STEREO & MONAURAL

MADRIGALS OF JOHN WILEY VOL. 4

The Dallas Consort. Vanguard BGS 516 & BGS 563

STEREO & MONAURAL

The vocal counterpart expressed in the two disks which offer some of the best-illustrated and probably among the best recorded so far. The flowing melodic lines are effectively enhanced by the Dallas Consort very lustily directed. The growing reputation, the market for this type of material is weak, but among appreciative buyers, these can prove choice packages.

SHOSTAKOVICH: STRING QUARTETS NOS. 1 & 2

The Redwood & Tscholkowsky Quartet. Vanguard VRS 603

The two string quartets reveal the composer's growth. The two following the classical framework. The third is more deviant and is more inventive and interesting. The artist in both groups display a genuine feeling for the work. Balance in each case is excellent. The works are not overplayed, and with exposure the disk can be sold. Cover design would have been more interesting.

MAHLER: DAS LIED VON DER ERDE

Grace Hoffmann, Alto; Helmut Mackert; Tenor; Symphony Orch. of the Southwest. (Haden-Stein). Vox PL 18,919.
The song cycle receives a moving reading from soloist and orch., with Hoffmann opening the morbidity of the tone. The latter well waiting is already with an, Mahlerian well liked attractive. Unavailable cover.

SERENATA

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"WHIRLWIND"

Phillips International 3532

Lowal Snags Flic Score

NEW YORK — Lowal Music Corporation, the Lerner and Loewe music and management firm, has acquired the score to the French flick, "Mon Oncle" ("My Uncle"), the Jacques Tati film now playing big city locations. Score was penned by Barcelona. There is already one recording of a tune from the score, cut by Edith Brunst's Ork on Decca, and more are expected. This is the first score picked up by Lowal Music, and is the beginning of a plan to acquire other scores and copyrights. Negotiations for the "Mon Oncle" score were handled for Lowal by Norman Rossmont, general manager of the firm.

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Reviews of New Pop Records

Continued from page 83

an engaging quality. Merits exposure. (Glad, BMJ)

Hay Rag
 Instrumental with true country flavor, and lively rhythm. (Glad, BMJ)

VIRGIE FOSSETT
 City Sideshow Sale
 FERN 704-Virginia Fosssett, a firm version of Etta's Tab, using the wiper with feeling. (Buyer Side, BMJ)

The Gypsy's Mistake
 Another interesting side by the thrush. (Buyer Side, BMJ)

DEL WOOD
 Sander Davis South
RCA VICTOR 7421-Ricky Tick side is given a bright happy toe approach with Wood imitating the moans in cheerful fashion. Fair prospects. (Starday, BMJ)

Shoutout
 10-1 in Charleston tempo. Interesting programming side for jocks. Potential approach similar to Flip. (AcadF-Roy, BMJ)

BILL BROWNING
Lay Me Low
 ISLAND 10-A very interesting side. The tune is almost in a jazz-type vein. (Buyer Side, BMJ)

Breaking Hearts
 Browning gives the bright country medium-beat a cheerful warble. Side deals with a cat who's broken my heart. For traditional buyers. (R, F, V, BMJ)

TAG & EFFIE
Baby, You Don't Shudder
 Your Deb With Me
 SUNSHINE 106-A well-made record in the traditional vein finds the pair in a nice duet outing. Good backing on the record. (Buyer Side, BMJ)

There's Only One Star
 A pretty well melodic, handled nicely by the pair. (Buy-AM, BMJ)

RUSTY & DOUG
We'll Do It Anyway
 HICKORY 1091 - A bright hard-core tune by the boys with clean ball-pipe duet in the backing. Can get country spirit. (AcadF-Roy, BMJ)

It's Too Late
 A medium paced duet, backed with cheer by the boys wearing ultra-placid. Pleasant sides. (AcadF-Roy, BMJ)

ROYCE FORTER
Lookin'
 D 102-A rocker, blues in construction. Builds and achieves a funky quality. (Glad, BMJ)

I Still Bring to You
 A weeper. Partner sits in with considerable heart. Somewhat old-fashioned in sound. (Glad, BMJ)

BILL CLIFTON
My Love Left Behind
 RAMP 255-This boy's real soul music, very similar to suits by Paul Gray and the Fourty Mountain group. Side has a bright folkish atmosphere which can appeal to those areas. (Starday, BMJ)

Spring Hill Disaster
 This is another one of those hit sound type records, dedicated to a great tragedy, this time the Spring Hill mine explosion in Nova Scotia. Side feels like it would be the market for this. (Starday, BMJ)

MERLE LINDSAY
Ray Duv
 D 1060 - Pleasant how down instrumental with bright, buoyant beat. (Glad, BMJ)

Monte's Sugar
 Pleasantly raving on catchy country item. (Glad, BMJ)

The following records, also reviewed by The Billboard music staff, were rated one star.

GEORGE CURRY: Living Humble, Lond. Low-Phonix 53
GRACIE: One Mas Gossip Ties-Phonix 103
IVORY JOE HUNTER: Jesus Heart, I Like It-Ke 176

Sacred

THE LOUVIN BROTHERS
He Can Be Found
 CAPITOL 412 - Les and Charlie Louvin work out on a slow but highly effective sacred message. It's done with a deep devotional tone, devoid of those usual high wailing harmonies. A satisfying hit for the perf. (C, R, BMJ)

Steve of Jordan
 A typical Louvin item, done in bounce tempo. The sacred effort has the grainy bite of the hill sound. A fine side for the field, and fans will like. (Central Stars, BMJ)

Polka

FRANKIE YANKOVIC & HIS YANKS
Broom Polka, No. 2
 COLUMBIA 4180-Instrumental. De-jays will find this a bright program piece. (Rush, BMJ)

Over the Three Mountain Yaks
 Three-beat item, with a pretty melody line and a foreign-flavored lyric. The Yaks play and sing it in precise style. (MM, ASCAP)

Christmas

STAN ZABKA ORK
Chile
 PALLADIUM 401-A pretty Christmas hit with instrumental backing behind the instrumentation. Lady is made up of several phrases from Yvonne casual. A well made side. (Breeze, ASCAP)

Sandor Over Paris
 A mood instrumental quite evocative in theme. Instrumentation features string. (MM, ASCAP)

GORMAN SISTERS
Daddy Is My Best Man
 JOY 224-The Gorman Sisters, young singing duo, tell how their daddy, by their Santa Claus "yours he's the one who comes up with the presents, etc. Close side. (Yes Fun, ASCAP)

Chickery Chick
 The young chicks sell the bill of a few years back with a bright side over a rocking backing. (Joy, ASCAP)

Spiritual

THE CONSOLERS
God Will Take Care
 NASHBORO 62-Powerful firm lead on fervent spiritual. Strong side. (AcadF-Roy, BMJ)

It May Be the Last Time
 Firm and male duo song stirring emotional impact on exciting sacred item. (Excelsior, BMJ)

SENATIONAL PROPHEETEERS
Lord Lined Me
 NASHBORO 63 - Lead warbler and group well moving sacred item with feeling and heart. (Excelsior, BMJ)

I'm Battling
 Same comment. (Excelsior, BMJ)

PROF. HAROLD BOGGS
Head On in What You Got
 NASHBORO 61-Strong rendition by Boggs and group on exciting spiritual with solid raving. (Joy, ASCAP, Excelsior, BMJ)

Lord Give Me Strength
 Meaningful reading led by spiritual by Boggs. (Excelsior, BMJ)

THE SOUL STIRRERS
Love Does Ain't Waiting
 SPECIALLY 910-Group led by the fine group. They rock away but they show in the finest traditional. The lead especially impressive. Founding, insistent backing makes it come alive. Should go fine in the market.

UMH TUN
 Another medium-paced joy by the group with a solid lead. Good interest here with solid raving a slight edge. (Vencer, BMJ)

ALEX BRADFORD
I've Got a Job
 SPECIALTY 910 - Bradford and his vocal supporting group lack out a fine lively spiritual joy. All hands do some form of shouting and the band and piano backing are in the lead. A good bit of excitement here. (Fairway, BMJ)

He's Everythin' to Me
 A delicious reading led by Bradford on the gospel song. Heavily leaves 100 many dead spots where perhaps a harmonizing, the raved edge has been. (Fairway, BMJ)

De Piano New Local 63 Head

BRIDGEPORT, Conn.—Salvatore DePiano has been elected president of the Bridgeport Musicians' Local 63, American Federation of Musicians, succeeding Samuel J. Broeze, w.e.t.a. DePiano had held office five consecutive one-year terms.

Named vice-president was Matthew DePercio, and Leonard S. Sergey was re-elected recording secretary. Unopposed for re-election were John H. McClure, business agent, and John Porter, treasurer.

Serving on the executive board are Eugene Hill, Louis Vitale, Robert Keenan, John Zelle, Daniel DeMarco, Matthew Del Percio and Raymond M. Svetz.

Mustoe to Cap. Sales Exec Slot

HOLLYWOOD—Robert X. Mustoe last week was named sales manager of Capitol Records Distributing Corporation's Charlotte, N. C. branch there has served CRDC as a sales rep. He replaced Don Elliott who left the post to become Southern District sales manager of CRDC's phonographic sales division. Mustoe joined CRDC in January, 1957.

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NSA Names Ticket, M. Vivona for 3d

E. J. Strates on Slate; Elections Dec. 29; Steaks for New Year's Eve

NEW YORK — A full slate of officers, including 50-member board of governors, has been named by the National Showmen's Association nominating committee. Barring the submission of an independent ticket, the elections on Monday (29) will result in M. McKee taking office as president, succeeding Jeff Harris.

The ticket has Joe Prell and Max Tubis moving up to first and second vice-president respectively, and Morris Vivona retaining the line of succession as third vice-president. He had been secretary.

Also named are Charles Rubenstein, secretary; Leo Wilkens, treasurer, and E. James Strates, assistant treasurer.

The Wednesday (10) meeting was devoted largely to a financial recap and reports on the festivities held during Thanksgiving week. In addition there was the opening announcement of the New Year's Eve party under chairmanship of Angelo Peppas. The \$55-per-person price includes a fillet mignon dinner with trimmings, in addition

to the usual favors, music and entertainment.

On the usual meeting schedule the elections would be held on a Wednesday, which this year would be New Year's Eve, so it was decided to change to Monday this time. Harris presided on Wednesday, joined on the dais by Al McKee, first vice-president; Joe Prell, second vice-president; Charles Rubenstein, treasurer; Louis D. King, chaplain, and Lou Levine, club attorney.

Nominations were submitted by Joe McKee, representing the board of trustees; Dave Brown, Morris Brown and Frank Rappaport, from the governors, and Harry Alexander, Frank Schillizzi and Joe Rinaldi from the general membership.

50 Governors Named
Nominated as governors are: Harry Agne, Harry Alexander, Vince Anderson, Dave Brown, Morris Brown, Is Cetlin, Norman Y. Chambliss, J. W. Calkins, Pete Drombore, Lou DuFour, Moe Elk.

(Continued on page 97)

'HOLIDAY ON ICE' GOING TO RUSSIA

Chalfen Unit to Play Moscow, Leningrad for Month

CHICAGO — "Holiday on Ice" will send a show to Russia in early 1959, a month in Moscow and another month in Leningrad. This was announced here by Morris Chalfen, president of the ice show, who has recently returned from Russia.

His keel will open March 29 at Moscow's new 14,000-seat Lenin Stadium, an indoor facility with its own ice-making plant. The other stand will follow in a 5,000-seater at Leningrad. For the latter, "Holiday on Ice" will bring in its own ice plant.

Chalfen said that leading skaters will be pulled in from several of his favorite shows to make up the Russia-bound unit. The outfit will be assembled at Copenhagen and go from there to Russia.

The Chalfen arrangement is not a direct exchange for a Russian show. Sh Hurok already has three Russian dance groups tied up for this country. Chalfen said his

deal calls for Hurok to give Chalfen a dance troupe for appearances in Milwaukee and Minneapolis.

Began 3 Years Ago
It will be the Berzovka Russian Folk Ballet and in the two cities it will be billed as "Presented by Holiday on Ice for S. Hurok." In Milwaukee, Berzovka will be in the Milwaukee Auditorium one day during the "Holiday on Ice" run at the connecting Milwaukee Arena.

Chalfen recalled that his negotiations with the Russian minister of culture began three years ago when he and Sonja Henie went to Moscow for conferences. Finalization came Friday (28) in a cablegram from Moscow.

It was understood that "Holiday" was selected by the Russians largely because it could block out other shows on Friday (28) in a cablegram time. "Ice Capades" has been negotiating with the USSR also for possible June dates.

Cristiani Contracts Battered by Engagement

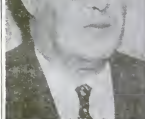
BALTIMORE — Cristiani Bros. Circus has added to Baltimore to the growing string of major cities on its 1959 route. Howard Y. Bary, associate of the circus, contracted a direct exchange for a Russian show. Sh Hurok already has three Russian dance groups tied up for this country. Chalfen said his

City-wide promotion is planned for the Cristiani date. A street parade is scheduled and the "30 Year Club" is planned, Bary stated.

Show will use a new lot, located on Route 111 and designated as the site for a proposed York Road Shopping Center, seven miles from the main Baltimore post office.

Cristiani has announced a number of key stands for next season, among them Atlanta, Washington, Philadelphia, Norfolk, Cleveland, Milwaukee, andavenport, Ia.

DES MOINES Thrill Shows Active At Iowa Fair Meet



WILLIAM W. MUAR, of Roseland Park, Carananda, N. Y., was elected president of the National Association of Amusement Parks, Pools and Beaches in Chicago last week.

Reba Schall Steps Down At Allentown

Storch Secretary, Frank Hausman & Leidig Re-Elected

ALLENTOWN, Pa. — Reba D. Schall, for 10 years secretary of the Greater Allentown Fair, declined re-election at the annual stockholders meeting of the Lehigh County Agricultural Society last week. The resultant election of Fred H. Storch as her successor and the retention of Frank F. Hausman for a third term as president were among the meeting's highlights.

Storch has been an Allentown Morning Call writer since 1930 and currently does the "Breakfast Chatter" column. The secretary's post had been a full-time one with a \$6,000 salary, but this is being changed.

Storch will serve on a part-time basis and a salary schedule.

(Continued on page 97)

Arrow Charts New Factory

MOUNTAIN VIEW, Calif. — A new factory building will be occupied in March by Arrow Development Company, if present planning materializes as expected. The firm has acquired three additional acres for the construction.

Winter Dates Set for Sullivan Band

WORCHESTER, Mass. — A string of winter band dates is set for Mickey Sullivan, including the Massachusetts fair meeting in Boston on January 7. Sullivan's band is also set for the Frank Wierth Circus in West Henrieville, N. Y., for 12 days starting March 23.

Dates include: American Olympic Circus in Thompson, Conn., December 6; Manchester, Conn., Parkade kiddle circus the week of December 8, featuring Albert Ritz's bears; Worcester, Telegram and Gazette Circus, 15; Wyman-Gordon Circus in Worcester Auditorium, 20; and Worcester Corporation Circus in Worcester Auditorium, 21.

DES MOINES — Thrill show operators were probably the busiest of grandstand attractions at the meeting of the Fair Managers' Association of Iowa here last week. Fairs did a lot of shopping and pricing of other attractions, but much of the actual buying they did was for one-day or one-night shows.

Earl Newberry and Leo Overland, of Newberry Thrill Enterprises, reported they contracted more Iowa fairs at the meeting than at any meeting in the 14 years they've been in the stant show business.

Aut Swenson, owner-manager of Swenson Thrillco, said that he came here from Chicago after signing more dates there than at any time on record. At present the Swenson route is ahead of any other year, and promising on the list are a growing number of dates of several days in one spot, he pointed out. Tom Durant was also here for the show.

L. (Doc) Cassidy, of the Ohio Fireworks Company, reported closing up by "Chromatons" fireworks pageant. The show will play the Davenport, Ia., fair for three days with the same number set for the Fairmont, Minn., stand; also reported the attraction was set for a nine-day stand at the Bangor, Me., 125th anniversary celebration and was booked of another return engagement at the Mobile, Ala., fair where it was in for three nights in 1958. Also set, with no definite dates, was a con-

tract with Kentucky State Fair, Louisville.

George Ferguson, WLS Attractions, announced that he had booked Rex Allen into the Mason City, Ia., fair for three days with six performances.

Ernie Young and Frankie Taylor, GAC - Hamid, reported putting the Jack Joyce animal show into Iowa fairs at Okaloosa, Sibley and Cresco, and a program of acts at What Cheer. Cresco also booked "Jubilee U. S. A." for one night.

Barnes-Carruthers Theatrical Enterprises had its usual busy time at the convention with Sam J. Levy Sr., reporting a long string of fair dates closed. Also present from the office were Sam J. Levy Jr. and Fred H. Kressman.

Eldred Stacy, Music Corporation of America, closed to provide programs at West Union and Okaloosa, Sibley and Cresco, with names to be decided at a later date. Danny Cleary was also here from the office.

(Continued on page 97)

Jack Kochman Inks Indiana State Fair

PATERSON, N. J. — Indiana State Fair, Indianapolis, is among those reaching for the Jack Kochman Hell Drivers to date. Kochman, who played the spot in 1958, will return to Indianapolis for four shows on Friday, Saturday night and Sunday afternoon. Four shows bid on the date.

The Indianapolis contract was one of several significant developments for the Kochman office recently. Others include the reworking of his arrangement with Dodge Division of Chrysler Motor Corporation and routing of a unit to the Pacific Coast.

Bill Reed left the Chicago convention early to set Western dates for the International Auto Devils unit and so far has set California fairs in Angel's Camp, Chico, Dixon, Fresno, Watsonville and others, with a jump-lookout at the Utah State Fair, Salt Lake City, September 11-13. This unit will head toward the Coast in May and finish in California.

Charleston Signed

In addition to Indianapolis, the second major spot set by Kochman in Chicago was the Southern West Virginia State Fair, Charleston, for Wednesday and Thursday, September 2-3. Active in the bidding for the Indiana State Fair were the Aut Swenson, Danaal Pleasant and Roff International thrill units.

Several other major spots have been confirmed for repeat appearances next season, including the Great Danbury (Conn.) Fair and the Eastern States Exposition, West Springfield, Mass. Both Kochman and General Manager Bob Conto will be looking spots at fair meetings from here in. Conto is making arrangements for the show's two scheduled appearances at Florida State Fair, and

Kochman expects to travel with 39 pieces of Dodge equipment in 1959, including trucks. Practically the entire Dodge line will be on tour.

IMCA Honors Top Drivers At Banquet

DES MOINES — Virgil Miller, Kansas State Fair secretary and newly elected president of the International Motor Contest Association, presided as the IMCA celebrated its 52d year at the annual award banquet at the Fort Des Moines Hotel here Saturday (6).

Miller and John Libby, IMCA secretary, presented the top drivers winners 1958 honors, checks totaling \$6,000 and trophies for their championship performances.

Hector Honora, P. H., owner of the 255-cubic-inch Offenhauer in which Bobby Crim won his fourth consecutive IMCA dirt track title, accepted the trophy in Crim's absence.

Doc White, the Keokuk, Ia., star, was on hand to receive the late model stock car championship trophy for the third time in five years. White held the title in 1954 and 1955, and staged a successful comeback to edge out brother-in-law Ernie Derr for the 1958 crown.

Al Sweeney, president of National Speedway, Inc., and Frank Wankley, head of Auto Racing, who is promoter, were on stage the speakers, while Joe Taylor, sports editor of The Des Moines Register, was listed among the

The banquet was attended by 150 IMCA officials, club members, drivers and owners, press, radio and TV personnel, and racing fans along with wives.

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NEW YORK — The first Jewish cultural group from Eastern Europe to come to this country, the Polish State Jewish Theatre, has been cleared by the State Department for a tour of major U. S. cities beginning in Miami. The group is represented in this country by the National Jewish Welfare Board, in association with Jerry Hoffman.

ARENAS & AUDITORIUMS

'My Fair Lady' Route Marks Trend to Arenas and Auds

By TOM PARKINSON

ONE OF THE SHARPEST indications of the trend for touring legit companies to play auditoriums and arenas comes from "My Fair Lady." It has just completed the contracting of a route to follow its current Chicago engagement. Auditoriums and arenas figure importantly in it.

Of course, this show and others have played auditoriums and arenas before. Some legit companies play little else, but some others have resisted such buildings, preferring to stay in the traditional theaters. Another factor is that some shows played the music hall side of multi-purpose buildings without realizing that in fact they were in the auditorium-arena field, that the same management handled the theater side, arena side and whatever other facilities were involved.

"MY FAIR LADY" CLOSES in Chicago on February 6 and makes six weeks at Detroit's Riviera Theater. Then comes a week at the Masonic Auditorium, Rochester, N. Y., and two weeks at the Music Hall, Cleveland.

Columbus will see the show at the Veterans Memorial Auditorium in a week's stand. Next will be two weeks at Cincinnati's Taft Auditorium. Among several return engagements on the route is two weeks at Keil Auditorium, St. Louis. A 12-day stand at the Kansas City Music Hall is scheduled. Another return will be six weeks at the Philharmonic Auditorium, Los Angeles, under auspices of the Civic Light Opera Company. The same kind of auspices will have "My Fair Lady" in the 3,900-seat War Memorial Auditorium, San Francisco, for four weeks.

Portland Auditorium will house the show for eight shows in five days. Ophelum Theater, Seattle, has it for two weeks.

VANCOUVER'S NEW auditorium is booked for "My Fair Lady" for two weeks starting August 30, and it is expected to be the first attraction after the dedication ceremonies to open the building, now under construction.

In Alberta, both of the Jubilee Auditoriums will have "My Fair Lady." It will play eight shows in five days at Edmonton's Jubilee Auditorium and a week at the Calgary Jubilee Auditorium. At the end of the route contracted so far is the St. Paul Auditorium's music hall, where it will appear for 12 days.

"My Fair Lady" is a big show, using revolving stages that require great height, using 57 sets of lines, 2,500 amps and six baggage cars. Many buildings—beaters or auditoriums—can't handle it, it was pointed out by agent A. Butler.

As came out while The Billboard was supplying information about location and equipment of various buildings, this show will be playing many more auditoriums, repeating at some and breaking in some as legit stands.

Behind the action is a policy wrapped up in this statement:

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Baker Named To Auditorium At Albuquerque

ALBUQUERQUE, N. M. — Jack Baker, former radio performer, has been named manager of the Civic Auditorium here. He succeeds C. W. (Chuck) Swann, former manager, and Paul Villella, assistant manager, who took over after Swann's resignation some time ago. Baker formerly was program manager for KOAT-TV here. The "Don McNeil Breakfast Club" program out of Chicago. He began in show business in 1935 as singing partner of Danny Thomas, now a TV comedian. Later he was with a radio station in Sturgeon Bay, Wis. He also has been with a gas and oil firm and with an appliance store.

Villella resigned as assistant manager to resume his college work. Swann resigned some months ago and retired to Florida.

DENVER — Benny Reynolds, Melrose, Mont., has been named Rookie of the Year by the Rodeo Cowboys' Association.

Lex Connelly, secretary-treasurer of the association, said the award is given annually to the "cowboy who has made the most spectacular rise to rodeo's big time." In his first year of full-time competition, Reynolds held the lead for the all-around cowboy title for two and a half months.

Werner Buck Sets 2 Shows; Jordan Joins

LOS ANGELES — H. Werner Buck's Show Management is staging two shows at the Great Western Exhibit Center here in January.

The Southern California Boat Show is scheduled at the Center for 10 days, starting January 9, and the Trailer Life Show for four days, starting January 29.

Robert L. Jordan, who handled trailer shows in San Francisco as well as exhibits at district and county fairs in the area, has joined The Buck organization.

Auto Show Record Set at Spokane

SPOKANE — The eighth annual Spokane Auto Show, November 1957, set a record in attendance of 43,420. This was 15,500 over the old mark of 28,000 for the Spokane Coliseum.

Two stagehands fully featured the Modernaires and Bonnie Gustar. Other acts were Ming and Ling, Peg Leg Bates, Joe Jackson Jr. and Joe McKenna.

A department store put on a fashion show in connection with showings of American and foreign cars, including one that won the Indianapolis meet. Tickets were 95 cents for adults and 50 cents for students. Manito Lions Club and Spokane New Car Dealers' Association were sponsors.

Carnival Routes

Scott, Turner, Riders (Edgewater & Vassar) Orlando, Fla., 15-27.

Circus Routes

Davis, L. Productions: Phoenix, Ariz., 16; Portland, Ore., 20-21; Rainier 24.

Ice Shows

Holiday on Ice of 1959: Des Moines, Ia., 25-30; Rock Island, Ill., 31-Jan. 6.

Ice Capades, 18th Edition: Spokane, Wash., 23-31; Seattle Jan. 2-11.

Ice Capades, 19th Edition: Charlotte, N. C., 15-21; Boston, Mass., 26-Jan. 11.

Shiptads & Johnson's Ice Follies of 1959: Philadelphia, Pa., 25-Jan. 11; New York 13-25.

Legitimate Shows

Beryzka Russian Folk Ballet: (Loev's Capital) Washington, D. C., 15-16; (Masonic Aud.) Detroit, Mich., 17-20; (Philharmonic Aud.) Los Angeles, Calif., 23-27.

Miscellaneous

Burke's Wild Cargo: St. Petersburg, Fla., 16-24.

Doss, Busler Variety Revue: Waco, Tex., 17-18; Texarkana, Ark., 19; Bellmead, Tex., 20; Jackson, Ark. Force Base 21; Conkley, Miss., 22; Camden, Ark., 23.

Matchless City: Tampa, Fla., 15-Jan. 3.

Flint Park's Interest Sold By Firestone

FLINT, Mich. — The new operating group of Flint Park and Amusement Company will carry on in 1959, with L. H. (Doc) Firestone continuing in an advisory capacity. Firestone said he sold out early in 1958, but stayed on at the request of the new owners.

Included in the transaction are the 24 major and 12 kiddie rides, roller coaster, picnic grove and lake. Murray Pelavin is attorney for the new firm, composed of local people.

Firestone said he will remain active in the park business and is looking over several propositions. He is maintaining his residence in Flint.

Del Mar Fair To Hire New Fair Manager

DEL MAR, Calif. — Directors of the Southern California Exposition have set Monday (15) as the day when they will interview applicants for the position of manager to succeed Paul T. Mannen, who will resign after the 1959 event.

In preparation for the 1959 fair, a new entertainment building is assured with the allocation of \$10,000 by the Public Works Board. These funds will go toward initial plans. Exposition directors favor a geodesic dome which is said to be particularly suited for displays because inside structural columns are completely eliminated.

Plans are also being considered for a new horse show arena with the size increased to 120 by 240 feet. There will be seating for 4,500 people.

A feature of the 1959 show will be the 6,000-piece John Sheehy Indian exhibit in Harvest Hall. Thereafter only 20 per cent will be shown annually. The hall will be devoted to agriculture and the Indian exhibits.

Hillsdale, Mich., Re-Elects Kelley

HILLSDALE, Mich. — Harry B. Kelley was re-elected secretary of the Hillsdale Fair for the 30th year in the fair's recent election. Other officers named were Erwin Howd, Waldron, president; William Danhausen, Jenoville, vice-president; Post Hillside treasurer, and Mrs. Harry B. Kelley, assistant secretary.

Receipts for the year were reported at \$108,839 and operating expenses at \$102,718. Permanent improvements cost \$6,939.

Myers Cooper, Ohio Fairman, Dies at 85

CINCINNATI — Myers Y. Cooper, prominent Ohio fairman and former Republican governor of Ohio, 1928-1930, died Saturday (8) at his home here at the age of 85.

Cooper was an active fairman for more than 20 years. He was a past president of the Hamilton County Agricultural Society, sponsor of Cincinnati's Carriage Fair, and served 12 years as president of the Ohio Fair Managers' Association. For many years he sponsored a contest at the annual meeting of the Ohio Fair Managers' Association in which representatives of Ohio county fairs spoke on why their particular fair was the best in the State.

Also civic activities occupied much of his time. Cooper was probably best known in Cincinnati as a large real estate developer. In addition, he had numerous industrial and banking connections.

Surviving are his widow, a daughter, Mrs. Mills Judy, a son, Raymond, and five grandchildren. Services were held Tuesday (9) at his home, the Pines, and buried in a place in Spring Grove cemetery.

New Units for Cooper-Miller Parks in Va.

NORFOLK — The results of a buying trip to Chicago will be evident at the Albert Miller-Dr. Dudley Cooper operations next season. The partners purchased Pretzel and Tubs of Fun rides for Seaside Park, Virginia; Beach & Tubs of Fun for Ocean View Park, Norfolk, and two Davis Organ with Taped Music.

Despite spotty weather, both spots had successful seasons. Cooper reported. At Seaside Park the rides grossed 6 per cent better than in 1957. This increase was credited in part to the sheel-type overhang over the rides, measuring 40 feet by 300.

For 1959 the park will also feature the Smackery, a stand-up and sit-down refreshment building with windows on the kiddie ride area. Air conditioned, it was completed at a cost around \$200,000. It is at 30th Street and the Boulevard.

St. Clairsville, O., Sec. to Retire; Lauds Midway Ops

ST. CLAIRSVILLE, O. — Harold Henderson, treasurer of the Belmont County Fair here, was loud in his praise of carnival people and independent concession operators. He announced his plan to retire from the position he has held for 25 years and in which he supervised the concession operation. He will serve, he said, until a successor is chosen and then help him "get his feet on the ground."

During all of his years with the fair, it never lost a cent from concession buyers. All paid up, he pointed out. Concessionaires this year gave the fair a record \$3,200.

THE FINAL CURTAIN

ARNOLD — Paul, 42, at Mobile, Ala., in October of a heart attack. He had been with Dyers Greater Shows, Sun-

MARRIAGES

BRANSTEIN-FORNIER — Benjamin Branstein and Frances Forniier, January 7 in Buffalo. He is business manager of James E. Strates Shows, on which his bride is a concessionaire. (Details in Carnival section.)

MCCORMICK-WALKER — Robert McCormick and Mrs. Betty Walker, both of whom were with the D. D. Murphy Shows, the former with the Royal Husar Band and the latter with Alice Melville's girl revue, recently in Los Angeles.

BIRTHS

BODEN — A son, Mitchell Lee, born December 4 in Brooklyn's Mount Sinai Hospital to Shelley and Abbe Boden. Grandparents are Mr. and Mrs. Aron Hyman, well known in outdoor sports circles in the East. Infant checked in at 8 pounds, 8 ounces.

CLEARY — A son, Kevin Charles, recently in Chicago to Mr. and Mrs. Danny Cleary. Father is in the special events department of the Music Corporation of America.

RICHIEY — A son, Kenneth Jr., to Mr. and Mrs. Kenneth Richiey, Kansas City, Mo., November 23. Parents were with Rudy Bros. and Bailey Bros. circuses last season.

Ocean Beach Gives 2 More Concessions

NEW LONDON, Conn. — The Ocean Beach Park Board, supervising city-owned and -operated Ocean Beach Park, has approved two concession contracts — one for three years and the other for one year.

Frank Lewyant and Armando Radelli, a cafeteria operators, secured a three-year pact, which will pay the city a \$14,000 annual plus 17 per cent of any gross over \$90,000. Nutmeg Club Beverage Company's contract has been renewed for one year at \$1,000 plus 20 per cent in excess of \$4,000 gross receipts. Louis and Charles Rubin operate this firm, which has soft-drink vending machines at various beach positions.

Contracts between the city and three other concessionaires, approved sometime ago, have been formally ratified. They are with the Novelty loop, operated by Joseph Y. Cloth; Dodger cars and Merry-Ground, operated by Mrs. Annie Vescovi, and CNF Amusement, Inc., operation of amusement rides and the basting concession.

The beach has dropped plans for a small car show. Activities director Anthony N. Pero has told board members that the weight factors of the cars indicated the recreation hall floor would not support them. He said he was "amazed to find out how much the so-called small cars actually weigh!"

set Amusements and other carnivals as a concessionaire. Surviving are a brother, H. A. Arnold, St. Louis. Burial in Mobile.

BERNARD — Mrs. Marie, former vaude trouper and wife of Prof. Willie J. Bernard, December 2 in Manchester, N. H., following a long illness. During her many years in the business she had been with an act called Bagley and Bagley's Best Pioneers. Burial in Alton, N. Y.

COOPER — Myers Y., 85, former president of the Ohio Fair Managers' Association and past president of Hamilton County Agricultural Society, sponsor of Cincinnati's Carriage Fair, December 6 at his home in Cincinnati.

HANNAX — Albert (Pop), 86, who lived and traveled with son and daughter, C. A. (Heavy) Hannah and Iris Lange, owners of Hannah Amusements, November 21 in Brownsville (Pa.) General Hospital. Also surviving is a grandson, Sp/4 L. C. Hannah, Fort Lewis, Wash. Services November 27 and burial in Lafayette Memorial Park, Brownsville.

LINTZ — Walter, 42, veteran midway concessionaire, December 7 in Chicago after a long illness. During his 25 years in the business he had been with many Eastern midway organizations as an agent and concession operator. His wife, Peggy, and a son, Arthur, survive. Services Friday (15) in Chicago.

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Dec. 17, 1957

CATHERINE OLIVER

IN MEMORY

OF OUR DEAR FRIEND

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CHARLES OLIVER

Who passed away Dec. 17, 1957

CHARLES & FLOELLA CHANEY

IN MEMORY OF

MY DEAR FRIEND

CHARLES M. OLIVER

Who passed away

Dec. 17, 1957

CLARENCE SLATAN

IN MEMORY

OF OUR DEAR FRIEND

CHARLES OLIVER

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NAAPPB Board Decides Policy on AREA, PSA

CHICAGO — Post-convention session of the NAAPPB board of directors established policy on relationships with two allied organizations.

John S. Bowman, NAAPPB secretary, relayed word of a meeting he had had with the American Recreational Equipment Association. Decision was that NAAPPB will try to carry out suggestions made by AREA members about operation of the trade show. A poll of trade show exhibitors will be made to determine their likes and dislikes.

The NAAPPB directors voted to continue co-operation with the

Participating Sports Association of America, but decided not to encourage any consolidation with PSA. Reason behind this is that the latter is made up of members in several fields already represented by various trade associations, and for NAAPPB to step in might seem to violate the areas of the other groups.

In a parallel action, the NAAPPB board decided to beef up its own bench and pool sessions for next year's convention and hype other activities for pool people within its own framework.

Further action by the board called for overhauling the plan for the annual banquet. Considerable improvement in the banquet for next year will be sought, and a similar effort to improve the entertainment is outlined.

NAAPPB also voted to present plaques of thanks to the various park people who were hosts to the NAAPPB touring group at various places in Europe last September.

NAAPPB TAKES CNE, CONKLIN INVITATIONS

CHICAGO — NAAPPB's 1959 late summer meeting will be at the Canadian National Exhibition, Toronto, it was decided here by the board of directors of the parks association.

They accepted the invitation extended by Hiram McCallum, general manager of the CNE, and J. W. (Pat) Conklin, NAAPPB member who has the midway at the CNE as well as several parks.

The exhibition's full run is August 26-September 12, and the NAAPPB session will be a day or more within that period. Headquarters for the meeting will be established at the Royal York Hotel, Toronto.

This meeting will correspond to the 1958 late summer meeting that was held at the World's Fair in Brussels, Belgium.

Tivoli Works On Buildings

COPENHAGEN—Mild weather has enabled workmen in Tivoli to get a good start on building and renovation projects. The group of temporary wooden concession buildings alongside the new Concert Hall have all been removed and new quarters for the concessionaires soon will be built. This will practically terminate the rebuilding project that has been under

(Continued on page 100)

Mouse Ride Added At Suburban Park

SYRACUSE — A Schiff Wild Mouse ride is the latest addition to the line-up at Suburban Park in nearby Ithaca, N. Y. The Mouse Ride Pace announced. The unit will be installed and operated by Fred Cerbini and Pat Razzano, of Coney Island.

Face and Mickey Mandra are new operators of the park, which has 11 major and 11 kiddie rides plus a picnic grove and other units. Foot operation is being taken over by Dino Stathis.

Pace won a visit to a Bahamas hotel as a banquet door prize at the Chicago park banquet. One of Mickey Mandra's Hot Rods is another kiddie addition at Suburban Park. Pace has been at the park several years, originally as a concessionaire.

Ride prices at the park stay low at 20 cents each and six for \$1 for major rides, and a dime each and six for 50 cents on the kiddie units. Advertising and picnic booking is being handled by Bill Hartman.

ROLLER RUMBLINGS

RSFA Pledges Bigger, Better Queen Contest

NEW YORK—The mushrooming National Roller Skate Queen Contest, an unqualified success in its second year, will be bigger and better in 1959. That is the pledge of the Roller Skating Foundation of America.

Scarcely had Mary Ann Slazink, Pine Bush, N. Y., been crowned queen at the Miami Beach finals on November 19, when the RSFA announced that the Balmoral Hotel already had been engaged for the 1959 event.

Emphasis will be increasingly upon year-round promotion aspects of the contest, which begins with local, regional and State judging and reaches a double-headed wind-up with the crowning of the queen and her appearance in a giant roller skating participation in the annual R. H. Macy Company Thanksgiving parade.

Miss Slazink, enthroned on a handsome roller skating industry float, along with more than 100 contingent skaters in their dance routines, were seen by approximately 50,000,000 viewers of NBC's television presentation of the Macy parade.

Miss Slazink, the 18-year-old

representative of New York State, said that she hopes the \$2,500 prize scholarship awarded by the Pepsi-Cola Company will enable her to attend Cornell University Medical College. She presently is a student at Orange County Community College, Middletown, N. Y.

Runners-up in the final judging were Miss Texas, Linda Elizabeth Strawn, Houston, and Miss Delaware, Audrey Fayton, New Castle. Separate contests in three other categories were won by Miss Strawn (batting, 5 to 11); Diana

(Continued on page 100)

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Hunts Add Seat Units, Boat, Novelty Trailer

BURLINGTON, N. J. — Two tractors are used to haul Hunt Bros. Circus quarters, Monday (15) and are to be converted to buses. Patterns and templates are ready, Harry Hunt said, and the result will differ from the method used on the show's original reserved seat trailers. The blues will be 14 rows high and will seat 452 persons on each wagon, figuring 15-inch seats. A new novelty wagon has been finished and is being decked out with considerable gluck leaf. This is a 32-foot semi-trailer that can

be worked out of the rear or side, the latter providing the rest of space with the panels down.

Hunt said negotiations are under way for a new top, a 100 with three 40-foot middle sections and airplane cable, to be added during the season.

Harry Hunt said booking news indicates another gathering of circuses in the East next year. The only Hunt town affected by direct competition so far is Norristown, Pa., which has been a three-show date for the last 14 years. This time the show will be second in.

Doc Hall is in charge of the Hunt contracting, being assisted by Harry Hunt in the New Jersey and Long Island area, Ben Campman in the Philadelphia area, Charles MacNamara in the Connecticut area, Bob Crimin in the Boston area, and J. W. Crist in the Washington area. Plans are for an April 18 opening in Dover, Del., with a tour continuing well into September.

The program is shaping up and should be ready for announcement soon. Other staff people include Bob Dickman and Raymond Everett, advertising, and Eddie Miller, show canvasser for the eighth year.

Charles Hunt is recuperating in quarters from his recent surgery. Judiciously, as that he would be able to make the tour next season, without the case that he had become identified with over the years. His wife, Edna, will attend the holidays, along with Marvin Case and his family.

The Hunts' new 40-foot dual inboard engine cruiser will be getting plenty of use in Florida. It has been refitted and bears the name "Circus Time."

Wenatchee Circus Plays Best Season

WENATCHEE, Wash. — Paul Pugh said his Wenatchee YMCA Circus had its most successful season this summer. Unit played dates in Washington, Oregon, and Idaho. Big stands included Walla Walla, Dayton and Wenatchee, Wash. In August the circus took part in the Seattle Seafair and played to 4,000 people. NBC radio's "Monitor" did interviews there. This week magazine bought a picture story about the show which may run in the spring.

Show was close to Kelly-Miller and Canon-Barnes on several occasions, playing one stand a week after K-M and another one two days behind. The YMCA group also worked at the Adams County Fair, and at the Seattle Seafair. The show's personnel visited the professional circuses, and some performers and musicians made an appearance under the professionals' big top.

'Crusade' Petition Gets 3,500 Names

ROANOKE, Va. — Paul Caldwell, a school teacher and circus fan, has obtained about 3,500 names here on a petition asking for the restoration of the Ringling family. He said he would mail the list to Stuart Lancaster, member of the Ringling family, who with his mother announced some months ago that they would lead a crusade to restore the Ringling circus to its traditional way of operation.

COPENHAGEN — The Schumanns are headed for London where they will be featured of the Bertram Mills Circus in Olympia Mall, December 19-January 31. Albert, Pauline and Max Schumann, with Wenzel Kossmayer, will present their high school riding number. Douglas Kossmayer, assisted by clowns Kiki and Antonio, will present Schumann pomies.

Quarters for the Schumanns are being used at Drönningsgölle are being used as location for a number of the scenes in a German film, "The Black Panther." The scenario is built around the career of the well-known animal trainer, Simonett, who has worked Benevise cage acts.

Cuneo Adds To Bear Act, Buys Llamas

LIBERTYVILLE, Ill. — The Royal Inca Llamas act is being purchased by John Cuneo, who also has cat, bear and elephant acts. He said he expects to take delivery on the act by January 1. The llamas were offered for sale recently by Alton Freeman.

Cuneo also announced his Paramount Bears have been booked for the Ringling stands in New York City. Bears with an option for the remainder of the season.

The act has been changed to include an aerial set-up. It has an elevated platform on which a motorcycle is fixed. A polar bear sits on the motorcycle. By radio, the cycle motor is started and one of its wheels powers a rigging that revolves to anchor the rigging suspended below it. A Himalayan bear is on each of the aerial anchors.

He announced that the Minneapolis Shrine show has signed three of his acts, that the leopards will be with the Barnes-Carruthers fair unit again, that the bears will play Grand Rapids for Orrin Daventport, and that the llama act will be re-routed and won't be offered before spring.

Polack Completes Top-Flight Season

Stern Reports Big Score; One-Unit Set-Up Brings Savings; Jumps Costly

CHICAGO — Polack Bros. Circus ended its 1958 tour Sunday (7) at South Bend, Ind., and Louis Stern characterized the season as "very good."

Stern said that the show had less nut and that cut-back to one-unit operation meant that advance costs were halved. Long jumps, on the other hand, upped costs in that department.

In all, the season's business was "very satisfactory." Stern said his own share in the proceeds was up a startling 50 per cent. He said that record business in some spots led to a new high for attendance at a four-day date. A snowstorm hurt business Thanksgiving weekend at Springfield, Ill. Severe winter weather killed all three days at South Bend cut night crowds, but of the daytime shows, one was a turnaway, two were packed and another was near capacity. A morning show was given Saturday, and both shows Sunday were matinees.

Medrano Has Pinito, D'Hiver Cuts Days

PARIS — Cirque Medrano dropped its line of 18 dancers and resumed normal circus fare. Cirque d'Hiver is operating only three days per week.

Pinito del Oro, former Ringling center-ring, tops the current Medrano bill. Animal acts are Jerry Katber's bears and Rudolph Grust-Lieber's horses. Ring acts are the (3) Likajon, fencing darts; Tut, novelty juggling; Bezo and May comedy yare; Tosca de Lac, webbing; Two Marcos, hand-to-hand; (3) Centras, trampoline; Rene September, magic; Rocky and Randel, Levit and Gin, clowns, and Martha and Adolfo, knife-tossers.

offset decreases in others, and the show wound up ahead of last year, 47-week season.

By absorbing dates formerly played by Polack's Eastern Unit, the show had a route that extended from coast to coast and border to border. During 47 weeks on the road, 533 towns were played in 23 States and two provinces of Canada. Length of runs ranged from a single performance in the Pasadena Rose Bowl to 17 days in Chicago.

At Charleston, W. Va., November 20-23, the show racked up a new local record for attendance at a four-day date. A snowstorm hurt business Thanksgiving weekend at Springfield, Ill. Severe winter weather killed all three days at South Bend cut night crowds, but of the daytime shows, one was a turnaway, two were packed and another was near capacity. A morning show was given Saturday, and both shows Sunday were matinees.

This was the second year Polack's windup at South Bend and was a week later than last year's closing. Barrette flew in from Hollywood to discuss his numbers for 1959. The Beaulou Elephants, with Peggy and Mac MacDonald, and the show's trucks in charge of Barrie Longdorf went to Flint, where next year's show will open January 18.

(Continued on page 97)

20 PHONEMEN 20

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Iowa Assn. Reopens Pari-Mutuel Drive Seeks Constitutional Amendment; Jean Klevé Elected President

By CHARLIE BYRNES
DES MOINES — The Fair Managers' Association of Iowa took further steps here Tuesday (9) to bring pari-mutuel racing to the State with the aim of increasing State aid to the annual and existing tax burden. At its 51st annual meeting here in the Hotel Fort Des Moines the convention went on record, without a dissenting vote, as being in favor of the mutuels and to take the necessary steps to bring it into Iowa.

The delegates, who packed the meeting room, were told that a constitutional amendment was necessary and a public referendum would be needed. One proponent of the move said that it could conceivably result in raising an annual fund of close to \$1,000,000 that could be divided among county fairs. Tom Eden, secretary-treasurer of the Standard Breed Horsemen's Association of Iowa, spoke briefly, pledging the co-operation of his organization.

The delegates made it clear that they were not seeking the legality of pari-mutuels in order to operate. Several speakers stressed that what they are after is an increased source of State aid for fairs and a method of raising the bulk of the State's taxpayers. The systems used in several other States, such as South Dakota, Illinois and California, were discussed on the floor.

In the annual election, Jean M. Klevé, Humboldt, was elevated from vice-president to the presidency, succeeding Claude Appleby, Monticello. Robert B. McDowell, Greenfield, was named

vice-president and two directors were elected, G. A. Soderquist, Alta, and Fred Hanson, Osage.

Asks Questions
John Airy, Pioneer Hybrid Seed Company, in an address before the meeting, said that fairs should improve communications between themselves and the rural population. He asked the delegates if such need existed for their fair; are they presenting the kind of fairs people will attend to spend their time and money; do your patrons receive value for time and money spent; do your officers represent a cross-section of the community, and has enough time been given to the changing times?

John W. Besanency, Des Moines Convention Bureau, delivered the welcoming address. Appleby and Eugene E. Goetz, president and secretary-treasurer of the association, respectively, both spoke. Will Darra, insurance executive, addressed the group on "Public Liability and Workmen's Compensation for County Fairs," and Prof. Edward Kline, Iowa State College, gave the address on "Carriage Shows at county fairs."

Appleby served as toastmaster at the annual banquet on Tuesday night. He was followed by administrative assistant to Iowa's governor, made the address of the evening. Following supper a floor-show was presented. Acts included the Schmitt Sisters, Bobby Winters and the Rhythm Kings; Johnny Matson, emcee, and Keith Klinger's orchestra.

Oskaloosa, Ia., Ind Seeks Switches to July Dates As Fair Aid Source

OSKALOOSA, Ia. — Southern Iowa, one of the State's oldest agricultural expositions, will offer a complete new format in its patrons for 1959, said Secretary LaCelle Hanna after returning from the State fair convention in Des Moines.

Dates have been moved from August to July, with a four-day opening slated for July 27-30. This is the earliest the Southern Iowa Fair has ever been held. The move was made to eliminate competition from neighboring fairs held in August.

A variety of name attractions have been linked for the coming year with Jungle Rafts, featuring fact-finding exhibits, set for Monday afternoon and evening, designated Kids' Day. The Mariners, singing group formerly featured on Wednesday TV show, and a group of acts will be the grandstand attraction on Tuesday afternoon and evening. Both attractions were booked through the CAC-Hamid office.

Speedway-type auto races will be featured on the banked, half-mile track Wednesday night, and late model stock car races Thursday night under supervision of National Speedway, Inc. A Western race has been lined up for Wednesday afternoon and new talent show for Thursday afternoon booked thru a Des Moines office.

Sunset Amusement Company has been set for the midway by Owner Ken Gorman. A car giveaway is planned.

INDIANAPOLIS — Contrary to some earlier expectations coming would not be permitted at county fairs or at the Indiana State Fair. The provisions of a pari-mutuel bill already drafted for introduction in the 1959 session of the Indiana General Assembly.

At the same time, however, the State and county fairs would benefit substantially from the revenue to be yielded by the bill, sponsored by the Thoroughbred Breeders' Association and the Indiana Trotters and Pacers' Association.

The decision to exclude the fairs and to limit wagering to private tracks was reached Sunday (7) at a meeting of thoroughbred and harness racing devotees in Anderson, Ind. Over 500 persons, including five State senators and three State representatives, attended the conference.

As provided in the bill, the Indiana State Fair would derive 10 per cent from the anticipated tax yield and the county fairs 40 per cent. Another 25 per cent would go to the State Thoroughbred fund, with the State general fund and the Indiana thoroughbred fund splitting the balance.

Legislators' officials estimate that the State would find approximately \$7.4 million annually in this new source of revenue and another \$1.4 million in the income from harness racing.

As explained at the Anderson meeting, the bill would provide for the creation of a commission made up of representatives of the two organizations. This agency would supervise the distribution of funds on a daily basis.

Hibbing, Minn., Sets Program

HIBBING, Minn. — St. Louis County Fair has lined up most of its attraction for the August 13-16 run, Sulo J. Ojankangas, secretary, announced.

The Art B. Thomas Shows will provide the midway attractions for the sixth year, Frank Winkley's Auto Racing, Inc., will bring in the auto races. Also planned is a thrill show and a night grandstand show, Ojankangas said.

One of the features will be a mining exhibit to display one of the area's biggest industries.

Mich. State Adds Member

DETROIT — Kenneth Clifford, Alma, Mich., has been appointed to the Michigan State Fair Commission by Gov. G. Mennen Williams. He succeeds Harry H. Wright, Lawrence, for the term ending April, 1962.

FAIR MEETINGS

West Virginia Association of Fairs, Walden Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 3. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. Robert L. Barnet, Muncie, St. Muncie, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, B and E F. T. Hall, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler Park Hotel, Atlanta, January 12. Joe P. Priest, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Ivydale Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, Ohio, January 12. P. Schaefer, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Central Hotel, Milwaukee, January 13-15. Win H. Eldridge, 3155 East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartansburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16. Governor Hotel, Jefferson City, P. O. Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symond, Sloweghgan, secretary. North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 48, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. H. Taylor, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. Mr. William Lynn, 3 West State Street, Trenton, secretary.

New York State Association of Agricultural Fairs Societies, Sheraton Hotel, Albany, secretary.

Detroit City Council Eyes Fairgrounds for '64 Olympics

DETROIT — Michigan State Fair, threatened by plans for removal somewhere up-State at intervals for many years as a result of citizens and politicians' looked askance at its long residence in the Motor City, took on another opponent last week. The Detroit Common Council eyed it with the prospect of gobbling up the fairgrounds.

The project under consideration was the proposed new City Department, Ten Eyck Hotel, Albany, January 28-27. James C. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Second Street, Tyler, secretary. Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 23-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, the Biltmore Hotel, Oklahoma City, Harry James, 821 Court House, Oklahoma City, secretary.

It is for use of the grounds for the Olympic World's Games in 1964, which Detroit expects to host. Plans moved during the fair last fall for construction of a suitable stadium in the general area of the present grandstand and race track, as discussed at that session by Manager Donald L. Swaney.

Some members of the Detroit Council, however, want to buy the site from the State, or trade it for use of the fair property—both functions in part as a State prison.

The city is committed thru private promoters of the Olympic project to construction of a 101,000-seat stadium estimated to cost \$12,000,000. Involved in the present debate is the perennial argument of city people for year-round use of the fair property—a battle that goes back at least 30 years. The city currently operates an ice skating rink on the property, and buildings and grounds are used for many events during the 50 non-fair weeks.

Swanson took exception to the statement of one councilman that the fair buildings are "disapidated and decrepit," and pointed out that while attendance during the fair is about 800,000, the year-round use of the property is evidenced by many events during the year.

Swanson also insisted that the fair must remain in Detroit to operate profitably, and that a removal up-State could not be considered. An alternative might be a move to another site in the Detroit area, if one can be found. He repeated his earlier statement that the "Olympic Games could be handled properly and a suitable stadium built on the fairgrounds without killing the use of the property for the fair.

Camp Elected At Beaumont

BEAUMONT, Tex. — George Camp will serve as chairman of the 1959 South Texas State Fair next fall. Camp was named at a meeting of directors of the Young Men's Business League, which sponsors the annual exposition.

Other members of the fair's executive committee are W. A. YMBL, president, and Ralph Grantham, president-elect for next year.

Camp has served both on the YMBL board of directors and on the fair committee for five years. He has headed the annual duck calling contest at the fair for the past five years and also has been assistant fair chairman for two years.

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CARNIALS

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At Iowa Fair Meet

DES MOINES — With the majority of the larger Iowa county fairs already signed up with mid-way organizations for 1959, little in the way of bookings were reported at last week's annual meeting of the Fair Managers' Association of Iowa.

Southern Iowa Fair, Okaloosa, thru a change in dates which sets its run in July rather than in the crowded first two weeks in August, made it possible for Ken Garman's Sunset Amusements to play the fair, Garman, who was accompanied here by Mrs. Garman, also reported the show would return to fairs at Mount Pleasant, Webster City and Alta, with one more new one on the route, the fair at Missouri Valley.

Alva Merriam, owner of Merriam's Midway Shows, announced he had added two Minnesota fairs for 1959 to the annual route. The Earth and Jackson will mark the first visit of the show to those spots. Merriam, accompanied by Mrs. Merriam, their daughter, Margaret, and son, Dale, were scheduled to leave December 20 to fly to Hawaii for a winter vacation. They are scheduled to be back on January 5.

Bill Dillard, manager of Sonny Myers' Amusements, announced the show had closed to play a fair new to its route, Manson, Ia. Other repeat dates in the State include fairs at Denison, Onawa and Moville. Also here from the show were Mrs. Sonny Myers, Mrs. Ted Dillard and Mrs. Mabel Carolas.

Ross Sinderson, long on the Midwest midway scene, announced he was fielding his own show this year under the title of Ross Amusements. Show will play fairs and celebrations in Iowa and Missouri.

Also present at the conclave were: Louis J. Berger, Olson Show; Ted Cory, Heart of America Shows; Bob Robinson and Clem Smith, Robinson Greater Shows; Bernard Thomas, Art B. Thomas Shows; J. O. Greene, Gladstone Exposition Shows; Jimmie Henson, Greater Dixieland Shows; John Lempert, showmen's supplies and equipment; Bill Dyer, Dyer's Greater Shows; E. Dartsch, Tri-State Shows; Bob Hill, Ross Sinderson, Ross Amusements; John Kemp, John Turpin, Barbara Kemp and Kathryn Turpin, Kemp & Turpin Rides and Concessions, and Floyd Sheldon, Shorter, Shorter's Greater Shows.

Reid Importing
German Organ,
Seeks 2 Rides

DETROIT — John F. Reid, owner of the Happyland Shows with headquarters in Detroit, has returned from a month's tour of Europe, which included considerable inspection of show business abroad as well as purchase of new equipment. He was accompanied by his son, Bob, who is associated with him in the management, and by Harold Lucas, ride owner on the Happyland Shows.

They visited the Brussels World's Fair and in Germany they visited a number of carnivals and inspected new ride equipment. They have bought a large, new band organ, 18 by 8 by 6 feet, with over 400 pipes, from Freiburg, Germany. It is said to be one of only two of this type in existence, the other being in Austria.

The Reids are also currently negotiating for two new German-made rides, the Calypso and the Sputnik, which they hope to add to their midway this coming season.

Garman Sets
1959 Route

DANVILLE, Ill. — Sunset Amusement Company has practically set its 1959 fair route, K. H. Garman, owner-manager, said here after his return from the Iowa fair meetings in Des Moines last week.

Garman added two Iowa fairs that are new to his route, Okaloosa and Missouri Valley. Others the show will play in the State are at Webster City and Alta.

Sunset has been signed to a three-year contract at Caruthersville, Mo., and will play the fair thru 1961. Other Missouri annuals signed are Bethany, Nebata, Lamar and Dexter. Show will also play West Point, Neb.; Harrisonburg, Ark. and Rochester, Minn. Garman and Mrs. Garman were scheduled to leave here shortly for a vacation in Fort Lauderdale, Fla.

Miami Club Girds
For Winter Doings
Parties and Banquets All On Schedule;
Bids in for Air Conditioning Clubrooms

MIAMI — A busy line-up of winter events is carded for the Miami Showmen's Association at the showfolk turnout here begins to swell following the annual Chicago conventions. With Ben Weiss, president, out of town, John Vivanos first vice-president, presided over the November 24 meeting, and Harry Westbrook, second vice-president, ran the December 1 session.

Westbrook tried something new by asking all committee chairmen to the rostrum. The dais finally wound up with officers Mel Dodson, Dutch Whiteside, Paul Frell, Martin M. Weiss, Alton Pierson, and William J. Tucker, plus Rip Weinkle, Max Goodman, Mike Roman, Harry Weiss, Jack Weiss, Harry Weiss, Harry Mole, Whitey Tara, Willie Lish, Bill Bryant, John Campi, Carl Hanson, Max Sharp, Lew Langsdal, Sutch Dalsb, president emeritus Dave Eddy, and Wallace N. Maer, attorney.

The calendar of events includes December 16, president's party, honoring Ben Weiss, at the Eden Rose Hotel, Miami Beach.

December 18, blood bank mobile unit in the clubrooms.

Motor State
Adds Rides

DETROIT — Motor State Exposition Shows has added several rides and will have a new Glass House when it hits the road next season. C. A. Dohrn announced here at winter quarters.

Several other rides will be delivered in the spring. Meanwhile, work is already under way here, with equipment from both units being repainted and rebuilt. An additional building was constructed here to be used as a paint shop.

Show will again play Michigan, Ohio, Indiana, Tennessee, Alabama, Mississippi and Louisiana. Recent visitors included Bill Williams, Frank Giffel and Don Hayes.

December 20, Christmas party in the clubrooms at 1 p.m.

January 5, annual banquet and ball at the Eden Rose Hotel.

Also on the schedule, but with the date as yet unannounced, is the annual picnic. Joe Ross is chairman, aided by Harry Weiss and Harry Mole. A continuing entertainment is the Saturday night dances, of which Mike Roman is chairman. Freacher Rollo, club member, provided music for the dance on Saturday (29).

Whitey Tara announced that there were 459 pints in the blood bank. Alton Pierson, building management chairman, said three bids are being considered for air conditioning the entire clubrooms.

Troupers Set
Pete Sutton
For President

LOS ANGELES — F. M. (Pete) Sutton, who is currently organizing the Pacific Coast Shows, has been nominated for the presidency of the Regular Associated Troupers here.

The slate also includes Olivia Waldron, owner-manager Fair Time Shows, Inc., first vice-president; Gene Suggitt, concessionaire, second vice-president; Ross Westlake Dodson, third vice-president; Arthur Thompson, fourth vice-president; C. H. Allton, secretary, and Etta Kotarakos, secretary.

Club's homecoming party on November 20 included a dinner of 200 members and friends served under the direction of Ruth Wolff Wood.

Following the dinner, dancing to Ben Manley's orchestra was enjoyed.

Tillie Palnatter, chairman of the bazaar to be held December 18, awarded prizes to Jimmy Lyons, Annabelle Patchett, Sheila Marjion and Vera Downie. In the absence of Jennie Riegel, chairman of the grab-bag, the items were sold by Mary Dewey, Zoe Wick and Ross Fitzgerald.

Among those attending were Sam Brown, Max Kaplan, Sam Steffeln, C. H. Allton, Raymond and Bernice Alton, Walter Patchett, Chet Barker, Ed Peg Butler, Sylvia Levy, Ed and June Butler, Nancy Melton, Bernice Bennett, Sam and Stella Shaphran, Kitty Seacore, Eva Thompson, Sam Alexander, A. J. and Ewe Scott, Ida Kafarok, Dawn and Emily Friedenheim, Florence Lyus, Ann Stewart, Jimmy Dunn, Emille Bailey, Evelyn Lantz, Thomas Rankin, Dan Dix, Willard and Marjorie Turner.

Larry and Martha Nathan, Sam Hillson, Mora Bagby, George and Etta Katarok, Elva and Helen Smith, Floyd Porter, Ed and Elsie Kennedy, Arthur Thompson, Grace Roberts, Ralph Sears, Arthur Hockewald, Nell Robinson, Rae Malone, Mr. and Mrs. A. L. Gruber, Howard Kagebine, Al Weiman, Ray Marjion, Jeannette Roth, Katherine Sedelstein, Red Friend, Jack Thomas.

Guests were greeted by Ruth Davis, president. Ed Kennedy and Etta Katarok served refreshments with Bill Davis and Ernest Holbit in charge of the games.

PCSA Banquet-Ball
Committee Thanked

LOS ANGELES — Committee that served at the 38th annual Pacific Coast Showmen's Association banquet and ball honoring Western Fairs Association in the Biltmore Hotel here Monday (8) were publicly thanked here Dec. 4 were job Jackie Hone, (8) by Joe Jacoby, the event's chairman, and Dick Seacore, co-chairman.

Bob Downie served as the convener of the affair. He was instrumental in bringing the convention to Los Angeles and was in contact with Louis S. Merrill, WFA general manager, and Bob Stein, WFA assistant manager, during the planning.

The convention committee included D. N. Crafts, Mike Krekos, L. G. Chapman, William Meyer, Lee Levine, F. W. Brennan, Rudy Jacobi, Harry A. Illions, Frank Robinson, Clarence Merton, F. M. (Pete) Sutton, C. F. Albright, and Olivia Waldron.

Members of the executive committee were Bob Downie, Ed Harris, Levine, Hunter Farmer, E. W. (George) Coe, Harry Hargrave, J. E. Brown, Crafts, Harry G. Seber, Krekos, Harry Finz, Harry Myers, and Bill Davis.

The reception committee included Art Andersen, Ted LeFors, The Forstall, Coe, Larry Ferris, Seber, William Hobday, Harris, Farmer, Frank Warren, Davis, Myers, Alex Freedman, Bobby Cohn, Ed Hellwig, Hargrave, Brown, Ted Levitt, Ewell (Slim) Harrison, C. F. (Doc) Zieger, Clara Andersen, Marie LeFors, Peggy Forstall, Betty Coe, Frances Ferris, Nina Levine, Jewell Hobday, Berta Harris, Margaret

(Continued on page 97)

Hot Springs Fems
Hold President's
Testimonial Party

HOT SPRINGS — The Ladies' Auxiliary of the Hot Springs Showmen's Association paid tribute to its outstanding president, June Reynolds, at a testimonial dinner here Saturday (6) in the Terrace Room of the Southern Grill.

Blair Picaen served as emcee and the club's new president, Virginia Gamble, was welcomed and escorted to the table by Elsie Powell. Ethel Booth delivered the invocation and F. W. Brennan, Rudy Jacobi, Lou Miller entertained with a humorous bit.

Mrs. Reynolds was then the recipient of a take-off on "This is Your Life," produced by Carolyn Holt, who was chairlady of the party.

Mrs. Kahn delivered the testimonial address and was answered by Mrs. Reynolds.



J. W. (PATTY) KONKLIN AND CARL J. SEDLMAYR (right), co-chairmen of the Showmen's League of America (Plaque Fund) Drive, have reason to be glad as they stand beside a replica of the plaque to be placed in the SLA's Chicago clubrooms. The drive topped the \$50,000-mark during the recent outdoor conventions in Chicago, and Konklin and Sedlmayr reported money continues to come in. At least count, 440 names were to go on the finished plaque, which will be hung in late winter or early spring.

Club Activities

National Showmen's Association

NEW YORK — Jeff Harris, president, handed out several credits for the Thanksgiving week program at the December 10 meeting. Included were Joe McKee and Louis D. King for their part, and George Hamid Sr. for arranging the top entertainment program. Charles Rubenstein made a \$200 donation to the shut-in fund which was roundly applauded. John Weisman ran down the pledge list for the bronze plaque, a last-minute practice prior to the casting of the big tablet.

Missouri Show Women's Club

ST. LOUIS — Meeting was called to order by President Marguerite Lohmar with 25 officers and members present. Letters were read from Esther Spononi, Ladies' Auxiliary, Michigan Showmen's Club; Ladies' Auxiliary, Showmen's League of Amer-

ica, and Ladies' Auxiliary, Hot Springs Showmen's Association. The installation of officers and banquet will be held January 22, in the ballroom of the Hotel York. Annual Christmas party will be held in the clubrooms.

New members voted on and accepted were Ruth Slaton, sponsored by Catherine Oliver and Estelle Regan. Drawing was won by Elsie Wear and Gertrude Donnelly, donated by Marguerite Lohmar.

Chairman Verna Schantz is busy with arrangements for the installation of officers' dinner-dance. A five-piece orchestra will furnish the music.

Michigan Showmen's Association

DETROIT — The Michigan Showmen's Association will hold its fifteenth annual underprivileged children's Christmas party in the clubrooms, Sunday, (21). The announcement was made by President Cameron J. Murray at the Monday (8) meeting.

Charles Sherman, party chairman, and his committee including Sam Ginsburg, Max Nahoun and Leonard Ottov, are making elaborate plans to entertain more than 350 youngsters this year. The women's auxiliary will assist in this venture.

Members who just returned from the Chicago meetings last week included past presidents Dr. Louis Firestone and William H. (Bill) Green; Don Elliott, John Mulder, Leonard Ottov, and Leonard Lundquist. Green represented the Midwest MSA at the Showmen's League banquet.

Louis Brown is still at the Veterans' Hospital, Dearborn, and Sam Fishman is ill at home.

The nominating committee presented their slate for 1959 officers which includes Cameron J. Murray succeeding himself for president; Edor Bruce, Max Nahoun and Charles Duma, vice presidents; Max Kahn, treasurer, Irving Rubin and Paul Greenley, executive and recording secretaries, respectively.

Show Folks of America

SAN FRANCISCO — Many of the members had returned from Los Angeles in time for the regular meeting of December 8. Alex Freedman, president, attended with other officers including Harry Myers, Earl Leonard, Charlotte Porter, Lola Cox and Bonnie Townsend. Mike Kekros was inducted as new member.

Earl Leonard was appointed chairman of the Christmas Day dinner and clubrooms will be decorated in the holiday motif. Jessie Credham is chief decorator. Joe Richards and Walter Russell both have been hospitalized and are in the San Francisco General Hospital.

Reports from banquet chairman, Eddie Hellwig, announce almost a sell-out. The banquet is to be held January 11 at the Sheraton-Palace Hotel.

Earl Leonard was also named chairman of the Memorial Services to be held in the afternoon of January 11.

Arizona Showmen's Association

PHOENIX, Ariz. — There was a good turnout for the weekly meeting. Mrs. Parr from the Dallas club was guest of honor and two new members were welcomed, Robert Capell and C. C. Hagler. It was announced that Christmas dinner would be held at 2 p.m. on the holiday with all members invited. Turkeys were distributed by Earl Salter, Art Franzler, R. Hoffman and C. N. Hagler.

Reported on the sick list were Don Hanna, Pete Holst, Chuck Johnson and Bill Jones.

A letter was read from Harry and Marie Berko. Marguerite Stone and Rose Herrow were back after long absences.

Andersen Unopposed For PCSA Top Post

LOS ANGELES — Arthur Andersen will move into the presidency of the Pacific Coast Showmen's Association from his 1958 post as first vice-president as nominations were closed during the regular weekly meeting here last week (8). There was no other ticket this year.

Andersen, veteran concessionaire with the West Coast Shows, was nominated on the official ticket for the presidency. Assuming office with him will be Steve Vaughn, first vice-president; Joe (Red) Bauer, second vice-president, and Ed Hellwig, third vice-president. Al Weber will again serve as treasurer, and H. D. (Bob) Matthews as secretary.

The election set for December 29 will be merely a formality. Motion to close the nominations was made by Mo Levine, a past president, and quickly seconded by Sam Dolman, President Matthew (Jimmy) Lantz, who conducted the meeting with Andersen, Bauer, and Matthews on the rostrum, put the matter before the floor with the members concurring unanimously.

Applications for membership were accepted for James A. Wright, William Henry Wells, and S. A. Shannon.

Matthews reported that Lee Smith was ill in Long Beach. Past President Harry Fink was reported still in the hospital, where he underwent surgery; in San Fernando. Bob Kruger and C. E. (Candy) Moore, who had been ill, visited the clubrooms.

Joe Steinberg and Dolman were

appointed by Lantz to look into the matter of replacing the television set. Sam Steffin will assist.

Lantz re-introduced Wayne Endicott, Bob Vaughn, Dick Dillard, C. H. Allison, Danny Callahan, Henry Meyers, and Sam Ausler to the body. Sam Snobar took bows upon the occasion of his recent marriage.

Phoenix Club Nominates

PHOENIX, Ariz. — Anne Horstman has been nominated as president of the Arizona Showmen's Association on the regular ticket.

Others on the slate are William Farrar, first vice-president; W. J. Siebrand, second vice-president; Betty Pesicka, third vice-president; Don Hanna, treasurer, and M. R. Freeman, secretary.

REWARD

Substantial reward is offered for information leading to the recovery of a missing Chevy, tractor, Serial No. 125291777, metallic dark blue and now color restored. Van GMC Serial/Tractor, loaded with a 1958 Buick Parts, Wind and a 1958 Buick Merry-Go-Round. Driver did disappear with this equipment while on route to a customer near Albany, N. Y. Will accept reasonable offer. Ring Amusement Co., Inc., Mt. Clemens, Mich.

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Gowns Sparkle at Chi Bell

Continued from page 90

was made entirely of tiny ruffles. Mrs. Jack Duffield wore a Laroche model in muted white faille, a fichu neckline draped with black and a sweep of the black from shoulder to floor. Her hostess, Mrs. Paul Olson, wife of the second vice-president, wore a Minsa gown designed in Milan. The color scheme was of the dominant white, skirt tiered in net. Mrs. Ed Sopenar, wife of the third vice-president, wore a scarlet gown made by Pierre, and her husband led by slender straps and the back interest of a bow looped to form a polkaise skirt.

Mrs. Bessie Mendelson, wife of the treasurer, wore a Norell gown designed in New York, the floor-length skirt and joined bodice form-fitting and shimmering with iridescent sequins. Mrs. Ed Miska, wife of the secretary, wore a black chiffon model from Gress, the lines true Parisian and becoming. Mrs. J. J. Conklin joined the march directed the march, wore an evening blue gown from the shop of the Canadian designer, Traina.

Mrs. J. J. Conklin joined the march, wearing a Sienna-bede signed stars, the color the caochon shade of claret, overlapped with black tulle. Neil Webb wore a blousy pink gown from the designer D'Angle of the fabric braided in silver. Mrs. Jack Ray wore a jade green gown from Jean Dessea, Pierre, decorated with a fan and puffed to the floor.

Mrs. Al McKee wore a frost white gown from Fabiani, the bodice cummerbund waistline molded in white frosted tulle. Mrs. Jack V. Evely wore a Suzy Perette gown in rose pink. The flared skirt banded at ankle length with black net in front. She wore the tulle waistline to accentuate the tiny waistline. Miss Evelyn Hock wore an Empire gown by Capacet, the bodice beaded with the length to ankle.

Chooses Balmain

Mrs. Carl Miller wore a Balmain gown in the Directorate manner, the color black with the shimmer of flare of embroidered tulle. Mrs. J. C. ... Mrs. Sophia model, the skirt drifted in pleats and the bodice outlined in lace. Mrs. Ralph Woody wore a Lina model in pink, the skirt shaped neckline and bodice forming a sine wave jeweled with sequins. Mrs. Chuck Moss came in with a beige tone. Mrs. Gress, the bodice slendered sheaf of sequins and the skirt gently flared at back. Mrs. E. T. Meek wore a powder blue lace frock by Neiman-Marcus, the skirt in square and the tiers of lace lowered from neck to neckline. Mrs. M. Hockley wore a black Paquin gown, the skirt draped in the long skirt draped princess styling.

Mrs. P. A. Marco chose a Patou frock of gold green, the bodice tones softening to blue. Mrs. John Perikiza chose a black frock in the Faith style, a misty sheath with a long hemline. Mrs. Taté wore a foam blue gown from Oubec designer, Jacques. Mrs. Ben Weiss chose a gown from the Gress name. Mrs. LARRY ALDICH chose a true harem and the bodice held close at the waistline, the neckline rounded. Mrs. Carl Sedlmayr Jr. wore a containment gown from Ranch, the long trim length fitted and the back interest a cleverly executed bustle. Mrs. Gress came in a chaste green frock from Gress, the neckline rounded and the back interest a mantle draped from neck to hemline. The Belmont Twins wore a gown from Carmegie, the fabric embroidered in silver and their wrappings of mink. Mrs. Sydney Belmont, their mother, wore a black frock in the evening suit manner from Larry Aldich. Mrs. Viola Parker a bluish pink tulle frock from Chappan, the

unusual shoulder straps outlined in silver. Mrs. Fred Kreschman chose a sari frock made in Hong Kong, the fabric Chinese and the fabric embroidered in blue. Kenneth Garman wore a black gown from Rentner, the bodice of metallic satin and the skirt fully covered in the dominant white and Harry Batt wore a Patou gown in green chiffon, her wrap white. Mrs. Art Briese wore a black and white draped black and white styled along empire lines.

White Jersey

Miss Jack Deplerter wore a moonlight while cocktail gown of jersey, her wrap of mink. Mrs. O. E. Bradley chose a Chanel frock of winter white, the length short and the trim a glitter of rhinestones. Mrs. Edee Deplerter came in a charcoal black gown from Sophia, her jewelry special antique and her dinner gown floor length. Mrs. Stella E. Dreyfus wore a misty black gown from Adrienne, the trim highlighted by lace. Mrs. Sam J. Levy, wore a version of the "Sienna-bede" gown. Mrs. G. S. Gray shirt and graceful and the corsage of white orchids just the right contrast. Mrs. Mel Kurzman, daughter of Mrs. Levy, wore a French frock from the Dreyfus, the lines modified trapeze style. Mrs. Dick Huan chose a white and green twisted and black the bodice a closely fitted black evening sweater. Miss Sharon Moran wore a fulllength gown in black, the bodice low and flatterer. Miss Lynn Carsky, daughter of the two presidents, wore a Duché frock of white. Mrs. Josephine, the painted sprays of pastel flowers and gold leaves. Mrs. Rod Link wore a black in a Magnin design, the skirt draped in the fluid lines of the skirt drifted to the floor. Bob Davis chose a lame frock from Eisenberg, rhinestone flecked.

Mrs. Ned Torti wore a cloud blue gown from Davys, crystal seed pearls in the bodice and the skirt length floor touching. Judy Torti wore a demure frock of black and white. Mrs. Therpe especially designed to show the bodice elegance. Mrs. Bob Parker wore a blue pastel tones in a Mollie Parer frock, the chiffon floating gracefully from the slim little sheath.

Mrs. Roy Jones highlighted her mist grey hair with a lush blue gown from Simonetta, the neckline low and curved and tiny jacket a mere whisper. Mrs. Don Carlos wore a beige gown in chiffon lace from Patou, the lace puffed into a long ruffled skirt to ankle length. Mrs. Minnie Simmonds wore a Jablow design, the color black with silver and silver lame, her wrap white. Mrs. Evie Bellew wore a green Chanel gown from the Empire and the skirt reefed in at the knee line to form the harem skirt motif.

Mrs. Al Brenner wore a Fabiani frock in marin blue, the bodice gathered into a front sash and the skirt cascaded into fluttering pleats. Mrs. C. C. Grouseur chose an Emilio Pigo gown of white and beige lace, the skirt drift flooned in tulle. Mrs. Frank Duffield wore a Minka gown in grey, bell-shaped and molded to the new evening shape. Mrs. William Schmidt wore Balmain frock in rouge red whisper weight chiffon, the bodice with a white sheath. Mrs. Al Kaufman wore was blue in a Josell model, the waistline raised and the skirt softened by the long train and the bodice lacy by tiny straps and the fully bouffant skirt sweep length. Mrs. Al Wagner wore a beige lace in a Don Lopez frock and the neckline low

will be set up by the new directors. Mrs. Schall's retirement was made known during the Allentown delegate's visit to the Chicago fair conventions.

Mayor Donald V. Hock nominated Hansman for re-election, as treasurer. Ed Leidig for re-election as secretary. The city of Lehigh's reaction to a directorship of the International Association of Fairs and Expositions. Leidig is also the fair executive manager.

J. Oliver DeCote is chairman of the new executive committee which will be chosen within 30 days to begin the 1959 fair. Members will consist of three top officers plus six members to be elected by the directors.

It was the society's 108th annual meeting. Other new officers are Clarence Siegfried, fourth vice-president replacing Warren A. Schadt, and John F. Stone Jr., librarian, succeeding the late Charles Siegfried.

Re-elected were Henry Leh, Harvey Muth and Robert E. Moyer as the first three vice-presidents. J. P. Good, chemist; William Harris Jr., geologist, and Joseph Z. Gackenback, forester. New directors are William Ritz, operator of the Ritz Barbecue on the fair-ground; Robert Sell, and Arthur J. Nagle. Martin Ritter retained his directorship.

Storch as a reporter has covered every phase of Allentown committee work, and he is widely known. He was a combat correspondent for the Marines during World War II.

NSA Names

Continued from page 88

Dick Geist, Max Gruberg, Ben Herman, Al Howard, Aaron Hynes, Ben Hoff, H. William Jones, Henry Kaufman, Irwin Kirby, John Leonard, Robert L. Jones, Victor Link, Roy Stifel Jr., Jim Stroh, Roy Hale, Mable, Angelo Longo, Harry Nelson.

Also, Sam Peterson, Sam Prell, Howard R. Ramo, Paul P. Razzano, Frank Rappaport, Irving Rosenhall, Sam Rothstein, Max Schaffer, Max Shaud, Claude Sechrest, D. D. Simmons, Ted Seidel, Joe Rinaldi, Frank Schillizzi, Joe Sherman, Carl Simeon, George J. Smith, Harry Weiss, Sam Weisser, Joe Weisman, Sam Wertheimer and Michael Wyan.

PCSA Committee

Continued from page 98

Fanner, Charlotte Warren, Clara Ziegler, Eva Lantz, Eleanor Carter, Marsha Herman, Edna Dauer, Lucille Dolan, Ruth Korte Davis, Mabel Brown, Edith Hagrave, Marie Tate, Sally Flint, June Sutton and Lillian Schutte. Floor committee was Steve Vaught, Sam Dolman, Joe (Red) Davis, Sam Heman, Sam Heston, Jackie Lee, Freedman, Jimmy Lynch, and Joe Blash. Eddie Tait and H. D. (Bob) Matthew were on the door committee. G. Mark and Jewell Holiday, registrars, and Sam Abbott, publicity.

and carved pins. Harold Hesch wore a pasted pink in the Cell gown, the skirt long and puffed and the bodice form fitting. Mrs. Timmy Conklin wore a chemise blouse in lace designed in Toronto by Margaret Howard.

Two women were sadly missed at the banquet this year. Mrs. Margaret Hock, ill at her Chicago home, had attended banquets with Mrs. T. H. Eichelderfer, Emilio Guldenzopf Sr., Kurt Kuen, Bill Lindemann and Frank Sharp, Regalia Manufacturers Company. All Sweeney, Hartzler Sound Systems; Don Ackerman, Ackerman Sound Systems; G. B. Weldon, Wald Fireworks Company; Tommy Drake, Tom Drake Agency; Venita Rich, E. L. Smith, Venita Rich Talent Company; Charles Zemanter Jr., Charles Zemanter, Edith Agency; All Sweeney, National Speedways, Inc.; W. L. Englehart, Carl King Band; Clyde Baldschun, Baldschun Personal Mgmt. Services; Mel Hummichutz, Bill Schwartz, Mel Hummichutz Theatrical Agency; R. E. Green, Illinois Fireworks Company; Leona Bell, Bell Advertising Specialty Company; Mel and Edith Sweeney, Winkley, Auto Racing, Inc.; John Planalp, Peg Longzecker, Goddess Agency; Jonny Rivers, Crossman, Rivers and Gene Heller, grazing ostriches.

Polack Completes Top Tour

Continued from page 93

Flint will adopt a policy, inaugurating a Chicago seven day tour, ago, of starting night shows, Monday through Friday, at 7 p.m.

The Chicago date will be extended to 19 days, March 4-22, falling a week later than usual. The Chicago dates will be played between Louisville and Chicago. With Sunday performances restored in Chicago after a lapse of two years, three shows on Saturday, and Sunday of three weekends will account for a total of 45 performances.

Members of the Polack Orchestra started already at work on 1959 dates include Henry F. Barrett at Flint, Joe O'Donnell at Hammond, Sam Ward at Fort Wayne, Bill Kay at Madison, Dickie Blue at Chicago.

After the South Bend closing, the Gulls, Princess Tajana, Gene Randow and Harold Simons went to Cincinnati and Louisville. The Hamefords went to Osprey, Fla.

The Flying Falcons, omitted from the program, at South Bend for lack of room in the Palace Theater, have gone to Europe for a year's dates starting December 19 at Barcelona. The Wazzan troupe, after additional dates in the U. S., will go to Germany for a season with Circus Franz Althoff.

Frank and Janet Burger went to their farm at Clementon, N. J., to attend a new act for 1959 that will feature Afghan hounds, Walter and Ethel Jenner took their seals home to Peru, Ind., for a trial year before beginning Christmas dates. The Barrow company, accompanied the father's sister, Aida, to her home near Chicago. Ronnie Leeds visited his home in Wisconsin, and a new act for 1959 that Coast. Johnny Cirillino went to his home in New York and Chuckles Faer to Chicago.

Florida was the destination of most of the rest of the performing

personnel, including the Rose Gold Trio, Kurt and Melitta (Sikorska) Bokvist and the Frelanits.

After stops in Chicago, Mrs. Bessie Polack planned to go to her home in Florida, Louis Stern to St. Francis, George and Opal Paige to Sacramento, Bess and Owen Carsey to San Antonio, Boss Paul to Inglewood, Calif., Sam Polack to the Coast and Justa Ebert to New York. Chester and Winnie Stanley flew to London for a holiday visit.

MIDWAY CONFAB

Mrs. and Mr. Eddie Elkins celebrated their 15th wedding anniversary recently at their home in New York. New members of the Miami Showmen's Association include C. W. Brown, Fred Schroeder, Benson Bassel, Sam Singerman, Joseph T. Caruso, Buford Johnson, Samuel T. Clark, Arthur Cortwright, Johnny M. Eberhardt, Frances A. Morgan, Merrill S. Alchovich, J. R. Masterson and Edward John Lee.

Harold J. Lucas, ride owner, is back in his Tampa home after visiting 12 cities in eight counties on a 30-day European tour. . . . Virginia Laughlin, former owner of Wheelchair Shows, is a wheelchair patient in a nursing home at Brooksville, Fla. She would appreciate mail from friends who may write her at Box 112-L, Route 2.

Mrs. and Mr. Ray Wilson, owners of Wild Famous Shows, were in an accident November 23 in St. Petersburg, Fla. Mrs. Wilson was thrown from their car in a collision and narrowly missed being run over by a truck. She was cut about the face and bruised, but she is recovering rapidly. Wilson was not injured. Wilson is now back at their Astoria, Ill., home.

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Continued from page 92... Wilson, J. O. Williams, Ed & Mrs. White, Jack...

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Music, Records, Accessories

- Business for Sale, Record Pressing, Situations Wanted, Sound Equipment-Components, Help Wanted, etc.

ROLLER RUMBLINGS

Continued from page 92

Lynch, Miss New York City (evening dress), and Marilyn Ehrhardt, Fort Lauderdale, Fla., Miss S. Southard (talent). Miss Strawn and Miss Lynch received evening dresses. Miss Ehrhardt, 16, whose jitterbug night dance was the hit of the Tuesday night talent night, was awarded a pair of Chicago Gold Medalist Skates. Miss Slazink was pronounced queen by a merry cross-sectional panel of judges composed of entertainers Jerry Lester, Lionel Stander and Bobby Sherwood, Philadelphia; Phyllis, outstanding Harry Anderson; Charles Baker, vice-president of the Pepsi-Cola Company; Jim McHugh, editor of Funpup, and sports announcer Steve Ellis.

approximately 250 key roller skating figures and stars of the entertainment and sports world in attendance. Daily business sessions were held by the Board of Control of the Roller Skating Ring Operators Association. In addition, two Chicago Roller Skate Company seminars on publicity, promotion and management of rink operations were enthusiastically attended by operators interested in exchanging ideas and information with others throughout the nation. Six major social functions added zest. These included the 40th anniversary tribute dinner for Victor J. Brown, of the RSRO, on Monday, preceded by a cocktail party hosted by Robert R. Ware Sr., president of the Chicago Roller Skate Company; luncheon by Johnny Jones Jr., Company, Pittsburgh, and a buffet by the Pepsi-Cola Company on Tuesday, and the coronation dinner and ball on Wednesday night, preceded by a cocktail party sponsored by Robert R. Ware Sr., president of the Chicago Roller Skate Company; luncheon by Johnny Jones Jr., Company, Pittsburgh, and a buffet by the Pepsi-Cola Company on Tuesday, and the coronation dinner and ball on Wednesday night, preceded by a cocktail party sponsored by Robert R. Ware Sr., president of the Chicago Roller Skate Company.

Tivoli Work

Continued from page 92

way since the end of World War II. A major renovation job is being done on the Divan I restaurant. This restaurant has been operating since 1925, either one or more of the park's restaurants is altered in such a way that they will continue to attract business. Invariably, these alterations, result in increased patronage. The new popular price section of Tivoli's biggest year-round restaurant has been doing turnaway or no-capacity business since its opening in midsummer. High wall panels can be removed in a brief time and the low-priced restaurant then is an integral part of the deluxe room.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert above ad in _____ issue

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Receipts Equal Last Year's in St. Louis

By JOHN HICKS

ST. LOUIS—Business has been about the same here this year as last for bulk vending operators. Operators reported that they concentrated on improving the efficiency of their business and the quality of their locations.

There are a great many small part-time operators in the city and surrounding territory. This is due partly to the level of unemployment despite improving economic conditions. Then, too, the only requirements in bulk vending are machines, fills and licenses for operation.

Idea Exchange Sparked Graff Vending's Fete

DALLAS—Exchange of ideas in a pleasant atmosphere—that was the basic purpose of his Christmas dinner party for operators, said distributor Everett Graff last week, owner of Graff Vending Supply Company here. The party was to be held last Friday.

The exchange of new ideas, methods, and techniques between operator and distributor is one of the best stimulants to business for both, Graff is convinced. Reports from operators enable the distributor to spot likely new trends, and better service his customers. General discussion at similar get-togethers.

(Continued on page 112)

Ted Mueller is an example of a St. Louis operator who started in the business not long ago and is now, a full-time operator. In two years he has built his route to about 450 machines, vending tab gum and nickel cashees. As he gained in experience, he has put more multiple installations on location.

Multiple vending is generally favored by St. Louis operators. It has been found that the savings in servicing time are not offset by decreases in revenue. Batteries are almost always located in supermarkets. General locations favored by operators here are gas stations, barber shops, confectioneries and factories.

Nickel vs. Penny

The nickel has also made few inroads upon the penny here. Ace Case, for example, finds that 3-cent machines move faster than 5-cent ones. Another operator stated that penny machines would bring in \$15 much quicker than 5-cent vendors.

Competition is a major problem in the city, Elliott Levy, prominent operator, voices a common sentiment with his comment, "Competition is not so much keen as it is in districts." Many operators would like to see a local association of bulk vending operators formed in St. Louis. Samuel Phillips, charms distributor, said that regular local meetings would improve relations between competing operators, especially in regard to location jumping.

Mueller also said that licensing of machines is itself a problem here. The per machine fee varies in the 97 municipalities in St. Louis County. In St. Louis the fee is 25¢.

(Continued on page 112)

MOUNTAIN STOP BRINGS BIG NET

DENVER—Lou Malone has a single stop vending machine at Lookout Mountain every few days during the summer. The 30-mile trip to and from Denver up the winding mountain road often brings him \$150 at one crack.

The unusual stop is the Cody Museum, built by deceased Buffalo resident. About 15,000 people visit the museum and Cody's grave every day during the summer. Malone has 18 vendors scattered thruout the museum, which is patterned after a lodge. Museum rooms, lunchrooms and observation deck with telescope all have machines vending ball gum, charms, confections and capsules.

Up until a few months ago, Malone had 18 vendors and he bought out Sam Kaplan's routes, Malone operated 100 machines on a part-time basis. He now operates a large route, with Kaplan as associate.

Many Small Routes Dot Greater Boston Area

By CAMERON DEWAR

BOSTON—In a part-time operator's view, the greater Boston area is a hotbed of stiff competition—this is the picture here that has changed little over the past year, according to operators and distributors interviewed.

There are few really large routes in this area, and an operator with machines in the 500 to 600 category is considered big. The reason is to be that there are many civil service workers, firemen and policemen who work part time, cutting into established routes to quite an extent.

Operators report that an increase in part-time ventures has driven competition up to a high point this year. The rise in numbers of small routes is attributed to joblessness that came with the recent recession. Also the small part-time operator often folds, large numbers of small operators appear to be a basic characteristic of bulk vending here. There has been no indication this past year of operators buying one another out more than they used to in the past.

Receipts Up

In spite of mere competition, receipts are reported up by as much as 30 per cent over 1957. The penny is king in this area, and dime and quarter bulk vendors are hard to find. Capsules and mixed nuts are the most popular sellers at a nickel. A marked rise in the popularity of mixed nuts has been noted over the past year, in an area where ball gum, charms and tab gum have traditionally been best sellers.

The practice of multiple vending is growing steadily here. Supermarkets and discount houses are favorite locations for the battery installations. Discount houses are often very large in this part of the country, where they first appeared on a large scale. A few operators are also beginning to introduce multiple vending to drug and variety stores. One reason multiple vending is used is to keep out competition. Operators find that if a variety of merchandise is offered in several machines, location owners will not be as inclined to let another operator put a machine in the store.

The area in Boston and vicinity is thickly populated and has many large towns. Routes, however, tend

Grand jury Indicts Four in Nut 'Fraud'

Misuse of Mails to Promote the Sale Of Vendors Charged by Government

DES MOINES—Four individuals were arrested Friday (5) by the federal government for alleged fraudulent use of the mails to promote the sale of nut vending machines. U. S. District Attorney Roy L. Stephenson told The Billboard last week. He said further that two additional persons were arrested in work in connection with the same case. All have since been released on bond, he continued.

Four individuals charged in two indictments returned by a federal grand jury here were representatives of two separate firms, said Stephenson. Clarence D. Smith and Roy Edward Peters were representatives of one firm involved, the National Products Company, said Stephenson. Alva LeRoy McKee and Chester August Kersemeaker were representatives of the

second firm, National Nut Company, continued the district attorney. (National Nut formerly had a name under the name of National Laboratories.)

Further Arrests

The two persons arrested last week in connection with the investigation are Keith Eugene McKee, whose father was indicted, and Howard Luhr. Both were associated with National Nut, said Stephenson. Five of the six persons conducted business out of

(Continued on page 101)

Schoenbach to Be Distributor For 2 Mrs.

NEW YORK—Jack Schoenbach, local bulk vending distributor, has acquired distribution rights for two new machines due to go into production in the next two months.

A postal card vendor, dispensing four cards for 15 cents, is slated to make its debut in January. The unit dispenses cards in folders of four, much in the same way stamp machines dispense their products in folders.

The machine has a capacity of 2,000 cards and will list for \$25.50.

Soap Machine

A four-selection machine which dispenses soap, bluing and other ingredients used in automatic washing machines is in the design stage and is expected to go into production in early 1959.

Schoenbach said the names of the manufacturers of the two units will be announced as soon as they go into production.

NO HATCHET JOB

Sen. McClellan Lists Committee Objectives

NEW YORK—In a letter to Walter J. Manning, vice-president in charge of legislation for Rudd-Melikian, Inc., Hatboro, Pa., vending machine manufacturer, Sen. John L. McClellan (D., Ark.) pointed out that the Senate Select Committee on Improper Activities in the Labor-Management Relations Field is not out to discredit the automatic merchandising industry.

The Senate committee began hearings on alleged racketeering in the juke box, amusement machine and vending fields last week. But these hearings have been postponed until after the Christmas holidays.

Source of the correspondence between Manning and Senator McClellan was an NBC telecast which reported that the senator had termed the vending industry "hoodlum dominated."

Set Record Straight

After Manning had wired the senator to "set the record straight with the public before you take further action on the subject," the senator replied that "I have no intention either as a senator or as chairman of the Select Committee,

knowingly making any statement that would reflect upon or discredit the juke box or vending machine industry and those associated with it, either in manufacturing, distributing or operating capacities, as such."

The very nature of the vending machine business, so far as I know, is perfectly legitimate and on the whole renders a worthwhile service to the consuming public. Unfortunately, however, just as we found to exist in labor-management relations in some areas with business interests and some particular unions, there are unwholesome, improper and, in instances, corrupt and criminal practices being perpetrated that should be exposed, condemned and appropriate remedial legislation enacted to prohibit such conduct.

Public Hearings

"Our preliminary investigation has revealed that the committee expects to disclose in public hearings—certain infiltrations, collusion, acts of violence, threats, intimidation, and other such activities that obtain in your industry."

(Continued on page 112)



THE BULK VENDING installation holding 12 penny machines pictured above is in use at Sigs' Del Rosa supermarket in San Bernardino, Calif. Picture was working one of the vendors is Earl E. Buie, columnist for The Sun & Telegram newspapers in San Bernardino. The middle section of the vending "tree" swivels to make buying easy and stimulate interest.

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Send many thanks for the biggest year in the history of our business.

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8 COLORS ALL SIZES

Also Cramer's "King-Size" Solid Ball Gum. Ask your distributor to stock Cramer's "Star-Brite" for you!

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Folz Vending Has 95% of Equipment In Chain Outlets

OCEANSIDE, L. I., N. Y. — Roger Folz of Folz Vending, one of the largest bulk vending operations in the nation, disclosed this week that the firm has sold its 500-machine Connecticut operation to Nat Goldstrie of Yonkers, N. Y. Folz explained that the sale is in keeping with the company's policy of unloading non-chain locations and concentrating exclusively on chain stores.

He pointed out that the sale of the Connecticut operation now makes about 95 per cent of the company's locations chain store stops. A year ago this figure was 70 per cent.

Folz feels that chain stores yield the best volume opportunities, and he added that the operating firm deals with only one person for a hundred or so locations.

Lucky Dice Charm

NEW YORK — Sam Eppy, local charm manufacturer, has gone into production on a Lucky Dice charm with brass keychain in a filled capsule. The item is intended for a 10-cent vend.

Meeting Held By Blind Ops

HARTFORD, Wis. — Winter meeting of the North Central Automatic Vendors drew a slim turnout November 30 at the home of the organization's president, Henry Wenzel. Bad weather was blamed for the thin attendance.

This unique association is made up entirely of blind vending machine operators and has been active in vending for several decades. Interest in recent years, however, has been declining. According to spokesman George Card, Madison, Wis., retired blind operator: "We are no longer the strong and dynamic group that we were 10 or 15 years ago. Several members have sold out or dropped out, and others now have it made and are taking it easy.

"We have no young blood because the cost of getting started is now prohibitive. Our main objective was originally to help other blind operators to get into this field and to provide them with counsel, advice and financial assistance during their early years, but this is no longer possible.

A report was presented at the meeting on new equipment displayed at the recent National Automatic Merchandising Association convention in St. Louis, by Bert Veldhuizen, Watertown.

George Card gave a report on attempts being made to obtain legislation favoring installations of vending equipment by blind stand operators in federal buildings.

Operators attending were the host, Henry Wenzel; Bert Veldhuizen, Watertown; Ed Andrews, Plymouth; Steve Hopkins, James Sletter and George Card, Madison, and Edgar Heisel and Erwin Samp, Milwaukee.

The next meeting is slated for May or June in Milwaukee at the Badger Home for the Blind.

OSWEGO HAS ICED BALL GUM

OSWEGO, N. Y. — This community on the shores of Lake Ontario has been isolated for nearly a week by more than 70 inches of snow, with drifts at high as 30 feet. Operating ball gum in the city is Folz Vending, Long Island firm with routes all over the Northeast. Roger Foiz says that he hasn't heard from his collector in the area, but that his machines there will probably be vending frozen gum balls for some time to come.

St. Louis Report

• *Continued from page 101*

cents for each machine. Licensing is considered a hazard for small, part-time operators new to the business. Feeling is that they can hurt bulk vending by failure to pay the correct licensing tax.

There is no inclination on the part of operators to add major equipment to their routes. Jasoo Koritz, big operator of cashew machines, has noticed that some of the big major equipment operators have been adding bulk vending machines to their routes, however. Reason is to cut overhead by serving bulk vendors along with other equipment, says Koritz.

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A terrific money-maker in those Super and Chain stores. The New Modern Key to Successful Bulk Vending.

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Pistache Nut, Shell	25
Cashew Nuts	25
Almond	25
Spanish	25
Wine	25
Ruby Chicks	25
Banana	25
Banana Baked Beans	25
Ball	25
Licorice Gums	25
Licorice	25
Licorice	25
Licorice	25
Licorice	25
Licorice	25
Licorice	25
Rain 25¢ Gum, 68 ct.	25
Rain 50¢ Gum, 144 ct.	25
Rain 50¢ Gum, 144 ct.	25
Rain 25¢ Gum, 144 ct.	25
25¢ to maximum, prepaid at 25	
Rain 25¢ Gum	25
Asano Gum, 60 Flavor, 144 ct.	25
Warrior Gum, 60 Flavor, 144 ct.	25
Reynolds, 144 ct.	25
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Indict Four in Nut 'Fraud'

• Continued from page 101

their residences in Des Moines, he continued. The remaining individual, Keersmaker, worked out of Louisville, where he was taken into custody.

A lengthy investigation spearheaded by Postal Inspector D. D. Duggan led to the indictments. The defendants were charged with fraudulent claims both in advertising copy mailed to newspapers and direct solicitation of customers thru the mails. In essence the grand jury charged defendants with a blue-sky type promotion that promised assistance in placement of machines and duped purchasers into believing that nut vending is far more profitable than it actually is.

Number of States Defendants were said to have sold nut vendors in a number of States, including Iowa, North Dakota, Minnesota, Kansas, Nebraska and Texas. Inspectors said that typical purchasers were elderly persons and small businessmen who hoped to increase their income.

Indictments charged that salesmen told prospects that monthly profits of \$200 to \$400 could be expected from a \$328 to \$600 investment in machines. Vendors were allegedly sold for \$40, each of which would "normally" net from \$8 to \$10 in one or two weeks. Purchasers were also misled to believe that a high resale market or substantial refund existed for machines they purchased, the grand jury charged.

Other false claims charged the defendants were: (1) Buyers would be aided in finding, installing and servicing of machines; (2) defendants wanted only to find spots for machines in order to sell nuts, whereas in reality they wanted to make a profit from machine sold; (3) firms involved owned nut

groves in California; (4) salesmen would deliver machines personally or ship from Des Moines, whereas all machines arrived express collect from California; and (5) representatives of the two companies were readily available to handle complaints or requests.

Stephenson said last week that he hopes to bring representatives of one of the firms up for trial in January. He did not specify which firm. He said in conclusion that the two firms have sold machines to hundreds of customers.

**N. Y. Bulk Ops
 Ask 2-Cent Coin**

NEW YORK — Members of the New York Bulk Vendors Association, meeting at the French Roumanian restaurant here Wednesday night (9), went on record as favoring the minting of a 2-cent coin. Several operators pointed out that the change from one to two cents at the vending level would allow the operator to offer greater variety, high-quality nuts, and give them a profit margin commensurate with their investment.

The operators also voted to help out Sid Mollengarten who is expected to be in the hospital for several weeks. Each week, one member will service Mollengarten's route until he is well enough to return to work.

Among the operators attending the meeting were Roger Folz, Pete Irving, Sam Klein, Lou Ellis, Nate Gordon, Art Bianco and Irving Schinsky.

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5,000-9,000 \$4.75 per 1,000
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All equipment is unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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Football, soccer, or baseball... the fascinating game is right on the front of the machine to attract the eye and interest the customer.

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Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of hull capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vender. Vends any denomination from 10c to 25c.

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Chi Finance Firm Expands Coin Activity

CHICAGO — National Acceptance Company of Chicago, commercial financing organization, is moving to expand into coin activity financing with the addition of two men to head up a special department devoted to this field.

Millon E. Hellman is elected vice-president to head the commercial installment financing department and Richard Kaufmann was appointed operating manager.

The department was newly created to handle sale-of-equipment-type loans directly with sellers. The firm will deal primarily with distributors, discounting the time-payment paper and servicing the loan.

Direct Financing
National Acceptance has long made so-called working capital and accounts receivable loans to both operators and distributors, but this is the firm's first direct venture into time payment financing of coin-operated distributors.

The firm will deal in all three coin-operated equipment categories, music, vending and games.

N. H. Paset, president of the 35-year-old firm, said that no specific amount of capital had been set aside for time-payment sales, but that the firm's venture into the field would be "sizeable." The firm currently processes more than \$200,000,000 annually in loans.

Both Paset and Hellman said that every effort would be made to "expand this department as quickly as possible."

FIELD REPS
The no maintaining branch office of National Acceptance Company functions nationally thru field representatives.

Both Hellman and Kaufmann will be engaged in sales for the firm.

Hellman, at 46, is a veteran of the financing field and specifically a specialist in financing sales of equipment, being engaged in the latter field since the early '30's. He's a former executive vice-president with Merchants Acceptance Company and prior to that was a vice-president with CIT Corporation, both Chicago financing firms. He's married and lives with his wife and child in Chicago.

Kaufmann, 30, is a graduate of Cornell College after which he was associated with the First National Bank of Chicago and later the Merchants Acceptance Company as director of equipment finance. He's a veteran of the Korean conflict with two years in the Army, single and resides in Chicago.

N. Y. JUKE OP CHARGES:

Artist Rep Bites Hand That Feeds His Boys

NEW YORK — Ben Chicofsky, secretary of the Music Operators of New York and owner of Benny Music has filed suit in Magistrate's Court here for an injunction against George Brown, manager of Lou Monte, the Crew Cuts and other recording artists.

The suit caps a two-year vendetta between the two men. According to Chicofsky, Brown, who lives in an apartment at 154 W. 54th St., has made numerous complaints to the police about the juke box at the Thistle Inn,

Frank Marks Re-Elected Conn. Prexy

HARTFORD, Conn. — Frank Marks was re-elected for the third time as president of the Eastern Connecticut Music Operators Association last week.

Others elected are Ort Morrison, Norwich, vice-president; Nathan Lesser, Hartford, secretary, and James C. Nowak, treasurer.

Meeting was held at Marks Music Corporation, operating company, with Byron Athenian as host.

A total of 16 operators attended the election meeting.

IRS Clarifies Position on Milk Bars

WASHINGTON — Internal Revenue Service issued a reminder last week (12) on the effective date of pieces of legislation which could boost the demand for juke boxes in teen-age gathering places.

IRS called attention to a provision of the Forand (D., R. I.) excise tax bill, which exempts so-called milk bars from the 20 per cent cabaret tax beginning January 1, 1959.

To qualify for the new exemption, four conditions must be present in the establishment: (1) No alcoholic beverages are served or permitted to be consumed; (2) only light refreshments, such as snacks and soft drinks are served; (3) where space is provided for dancing, there is no charge made for it.

(Continued on page 108)

Senate Probers Hit Teamster Racketeer

Committee Links J. Blumetti, Ohio Union Official, to Coin Op Pressuring

WASHINGTON — Assessments levied on juke box operators by a teamsters' local came under fire of the Senate Committee on Rackets in Labor and Management last week (9) when the probers held their second pre-hearing on rackets in the coin industry.

The Youngstown local, according to Kaplan, collects more than \$50,000 in assessments from the room owners of juke boxes and vending machines, in excess of membership dues. Assessments amount to \$100 per juke box and \$50 per month per vending machine. Dues for members who work with juke are \$5 per month. For vendors, \$3 per month.

Hard on Self-Employed
Kaplan said this set-up was a particular hardship to self-employed operators. He cited a case of a father and son business, where the father paid \$3 dues a month for his son, plus \$65 in assessments on his machines, or a total of \$70 for one "employee." The union local averaged \$45 per month per member.

Committee Counsel Kennedy pointed out that payments such as these are illegal under the Taft-Hartley Act. Kaplan said the operators pay because they fear loss of locations. According to Kaplan, Blumetti told the operators before joining that the local would protect their locations. Once the operators are in, however, they are

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Mass. High Ct. Overrules MOAM; \$150 License Upheld

Feels Not Unconstitutional, Says Court; MOAM Next Step Undecided

By CAMERON DEWAR

BOSTON — The city of Boston and the Commonwealth of Massachusetts can demand entertainment licenses for the operation of juke boxes, the Massachusetts Supreme Court ruled last week (8).

The decision came as a major setback for the Music Operators Association of Massachusetts in their battle to eliminate excessive juke box license fees in the city and State.

The court also dismissed a contention that such licenses are unconstitutional. The suit further claimed the licenses constitute an attempt to impose censorship, also rejected by the court.

The status of the operators' fight is now up in the air. Neither

MOAM President David Baker nor Attorney Arthur Sherman had any immediate comment to make.

It is not known whether MOAM will press its case for review by the United States Supreme Court in fact, there is any immediate ground for appeal.

The Massachusetts court decision was made on two separate cases. One was the suit against the City of Boston and the other against the Commonwealth of Massachusetts. The suits challenged the validity of the statute requiring a license for weekday entertainment and the licensing statute for Sunday entertainment.

Total Fees
The total fee for operation of a juke box in Boston is \$150 per machine per year. The city gets

MOA Preps for '59 Conclave, Banquet

Tickets for Dinner-Dance on Sale To Members; 40 Exhibitors Signed

OAKLAND, Calif. — Plans for Music Operators of America's forthcoming convention to be held at Chicago's Morrison Hotel, April 8, are starting to get into full swing.

MOA officials have concluded an 11,000 mailing of applications for exhibition space for the conclave and tickets for the group's traditional dinner-dance finally go on sale this week, to the MOA members only.

MOA President George A. Miller told The Billboard last week that about 40 exhibitors had already signed up for the same number of booths they had last year. He also said that he had signed up several companies, one a vending machine manufacturer, that had not exhibited at MOA before.

Business session plans for the convention are being worked on by committees. Preliminary details of these will be announced sometime in January when Miller will be in Chicago to work on convention preparations.

Tickets for the dinner-dance, to be held Wednesday evening, April 8, concluding the convention, are obtainable to MOA members only until January 15, at which time they go on sale to exhibitors, manufacturers and any other interested parties.

Tickets are obtainable thru MOA offices in Oakland or thru banquet committees in Chicago, New York, St. Louis, Omaha or committee members. James Hutzler and Albert Deaver.

Contributions per ticket will be the same as in the past, \$20.

It was expected that a statement from MOAM's Baker and Sherman would be forthcoming after the written opinion was released and had been reviewed by MOAM.

Whatever action is to follow, the State court's decision is bound to be greeted with sour feelings by operator groups throughout the country.

It was generally felt that a favorable ruling from MOAM could be used as precedent in fighting other State licensing and taxation legislation throughout the country.

Attorney Sherman even appeared at the Music Operators of America convention in Chicago last May to tell operators of the nationwide significance of the Massachusetts action.

He told operators that research disclosed cases holding that entertainment as a mode of expression is entitled to the same constitutional protections of freedom of speech under the First and 14th Amendments.

The Massachusetts operators also drew support from associations throughout the country—even sizable contributions from MOA—to help them in their legal battle.

\$50 for weekday operation and \$50 for Sunday operation. The State also demands a \$50 fee for Sunday operation.

MOAM has been fighting the fees over a period of more than two years when the license costs were \$100. The latest decision was written by Chief Supreme Court Justice Raymond S. Wilkins. The decision itself, however, was not available at Billboard press time but it is to be released later after clerical entry into court records.

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AMI Names R. A. Parina Coast Distrib

SAN FRANCISCO — R. A. Parina & Company, one of the West Coast's largest full-line vending machine distributors for AMI Inc., for all of Northern California and Western Nevada.

Parina replaces Walter A. Huber, also headquartered here, who formerly handled the territory for AMI.

Vending Giant
The Parina organization has been established for many years in the vending field and it also knows how to have a sizable music operation. Its great concentration is in the cigarette line, the expansion into full-line operations have taken place steadily in recent years.

Parina maintains a series of offices throughout the Northern California territory, but at present the music distributorship will be handled primarily out of the San Francisco headquarters at 66 Page Street.

Juke box sales will be under the direction of Lowell C. Grundner, general manager, assisted by Tony Capers and Rufus Fie-

German Jukes Shipped to U. S.

NEW YORK — Arnold Cortell, head of the Ameropa Trading and Shipping Company, reports that some 50 Tomsters (the 60-selection wall juke boxes) are en route from Germany, bringing to 100 the total shipped to the United States.

He said that some of the German-made machines have also been placed on location in Canada and Venezuela, and he expects to ship some to Mexico.

Cortell has recently been named export agent for the Glascock line of milk venders and for the Choice Vend bottle machine line.

ROCK-OLA SETS THE

Tempo

with "Focal Point" Programming

"All-Location" Stereophonic Sound
Engineering Excellence
Advanced Styling



The only way to program today's multi-selection phonographs for maximum profits is to avoid the reading of hundreds of tune titles to make a selection.

Only Rock-Ola's "Focal Point" programming makes this possible with the Compact Eye Level Program Selection Cluster offering classified music with only 40 tune titles to select from at one time with Single Button Selection.

Less Time to Select means More Time to Listen... Results in TOP EARNINGS.

ROCK-OLA

STEREOPHONIC and MONAURAL
200 and 120 Selection
Phonographs

10 DAYS 'TIL CHRISTMAS

Juke Holiday Programs Set; Standards Heavy Favorites

By NICK BIRO

CHICAGO — Christmas may still be two weeks off, but holiday preparations are just about over as far as the juke box trade is concerned.

Most operators started putting Christmas records on their route before the Thanksgiving turkey and even cooled—some two weeks ago—and any phonographs that don't have the yule disks now aren't scheduled to get them in at all.

Generally, however, the Christmas may be a hectic and festive holiday to most people, it brings little new to the juke box industry.

As far as records are concerned, the overwhelming favorites are the old standards. Also operators put anywhere from three to seven Christmas records out per machine—generally all but one or two are the known standard tunes.

One good reason for this is that the so-called hot new Christmas novelty disk (if it comes at all) seldom emerges until just before the holiday.

BLUE CHRISTMAS

Yuletide Juke Play Way Off in Gotham

By AARON STERNFIELD

NEW YORK — Bing Crosby may still be extolling the virtues of a "White Christmas," but it looks like a blue yuletide as far as New York juke box operators are concerned.

With two scant weeks left before Christmas Day, the holiday rush of juke box business simply has failed to materialize here. Operators have been putting on Christmas records since Thanksgiving Day, and the play has been disappointing.

Biggest sellers of the old standards are the two Crosby recordings of "White Christmas" and "Silent Night," with "Jingle Bells" still racking up respectable play.

Stock Disk — Most operators here have learned to hang onto these records from year to year, thereby cutting down their Christmas record bill.

Lack of Stereo Disks Temporary Situation

NEW YORK — While there hasn't been any mad scramble on the part of local juke box operators to go into stereo, enough stereo installations are being made in the New York area to indicate that most of the better steps will use stereo machines within a year or two.

Right now records are a problem for the operator. Stereo equipment, although with the major labels already going heavily into the two-channel disks, this probably is a problem for long.

According to Bernie Boorstein, vice-president of Leslie Distributors, local one-stop, only six or seven of the top 50 tunes are available in stereo. He feels, tho, that within six months most of the top 50 will be available in stereo.

Boorstein feels that the lack of record selectivity shouldn't prevent the juke box operator from going into stereo. He pointed out that

Operators start by putting out their standards and follow up some weeks later with any hot, popular tune to come along.

A possible exception this year is the emergence of a novelty tune—"The Chipmunk Song"—as a strong national juke box favorite.

A check of several one-stops throughout the country shows the Seattle disk, as being first in virtually every store's list of juke box operator sales.

But even this disk didn't catch hold until about a week ago, with operators having already started out with their traditional standards a week or so before.

Should Do

Then, too, Christmas programming is looked upon by most operators as something they should do because "... people like to see some Christmas tunes on the phonograph," rather than something operators do to pull strong play.

Thus, most operators are able to use the holiday season as a time to get caught up on their record

budgets, trying their libraries to good advantage.

Take Chicago for example, where the yule programming activity is about two weeks old. Paul Brown, one of the city's largest operators and also running his own retail record store, says the firm started with their yule records about 10 days ago, "but slowly at first."

"We generally put out about five or six Christmas records on each machine—regardless of the number of selections," Brown says.

Start Slow

"We start slow tho—a few traditional favorites like Crosby's 'White Christmas' are the first to go. Later, other tunes are added, but unless something hot comes along, I stick with my library."

The same goes for Earl Kies, head of Apex Amusement Company, one of the city's largest routes. Kies says about four or five disks are put out in all—maybe one or two new ones, but the rest old standards," he adds.

"People like to hear 'White Christmas,'" Kies points out, "and we've found the new songs seldom pull the play the old tunes get."

Chl Trails

In this case, Chicago was just a few days behind the rest of the nation as far as "The Chipmunk Song's" popularity went—the song hadn't gotten under full swing as yet in the juke trade. Interestingly, the city's largest one-stop catering to the juke trade—Singer One-Stop run by Fred and Ted Siplora—as late as a week ago reported operator buying is behind last year's about 20 per cent they said.

A week later tho, the song's popularity was enough to bring the juke trade up to a level well above sales. It's not that the one song sold such an overwhelming number as much as the fact that operator buying is seldom high at this time of year and a single hot tune can bring the store's comparative percentage up.

Story Same

In other parts of the country the story is generally the same among one-stops. Christmas sales are about even with last year, tho operators' over-all record buying for the holiday weeks is down.

In a prime industrial center of the South, Charleston, W. Va., Elkins' Record Shop reports operators are buying the yule disks about two weeks ago.

"We're selling about the same as last year," M. Z. Elkins, the store's proprietor says. "But we're down compared to other weeks of the year."

Elkins cited the "Chipmunk Song" as his favorite the same with a tune that seems to be going pretty well locally among operators—"Run, Rudolph, Run."

Old Favorites

"Generally, operators use the Crosby, Como, Waring and other old favorite tunes from their stocks before buying new stuff," Elkins says.

Virtually an echo came from A. Williams Company, one-stop in Philadelphia. A spokesman (in this case it actually is a spokesman) said that over-all record sales to operators had dropped but that this was normal for this time of the year. Christmas disks are selling about even with last year. "Most operators here put about six or seven holiday tunes out on the machine in all and leave them on until after New Year's."

Sticks With Chipmunk

For hottest selling holiday disk, Williams stuck with "The Chipmunk Song," as did Record Supply Distributors, one-stop at 1,000 miles away in Sacramento, Calif.

Tune Talk ...

Parker Henderson, general manager of Southern Amusement Company, Memphis, tells what records he is putting on the route this week.



the picks

Elvis Sings Christmas Songs, Elvis Presley (RCA Victor)

"Even tho this was released for last Christmas, it will get good play here during the Christmas season. Elvis has one of his strongest followings here in his hometown and this EP will get big play. The tunes are 'Santa, Bring My Baby Back to Me,' 'Blue Christmas,' 'Santa Claus Is Back in Town' and 'I'll Be Home for Christmas."

Chipmunk Song, The Chipmunks (Liberty)

"This is a novelty Christmas song, which I figure will get good play during the holidays. It is a new sound, something different, and will appeal to parents to play for their children."

Heartbeat, Buddy Hollis (Coral)

"A solid rock 'n' roll, which still appeals to the teen set here as well as the juke trade. Interestingly, the artist, who has had other hits in the past year, but this one is good even if the artist were not already known. It has already jumped on the local popularity charts—will make the others. The best of tops; the kids will play it to dance to."

Sitting Alone, Webb Pierce (Decca)

"I bought this country and western because of the artist. It has a big follow here, as it has in other sections, and it's always wait for his latest and gives it good play. It's a good, strong c.w.,"

the buyer

Parker Henderson at 36 is one of the youngest general managers of a big phonograph and distributing operation in the Mid-South—probably the youngest. He had always been interested in the phonograph industry and set out as a young man with a small investment buying machines and building a route. Clarence A. Camp, president of Southern Amusement Company, spotted the ambitious, industrious young man and made him an offer.

Parker sold his route, went with Southern and was taught the ins and outs of the business by Camp. In a few years he was made general manager and has been running the business since.

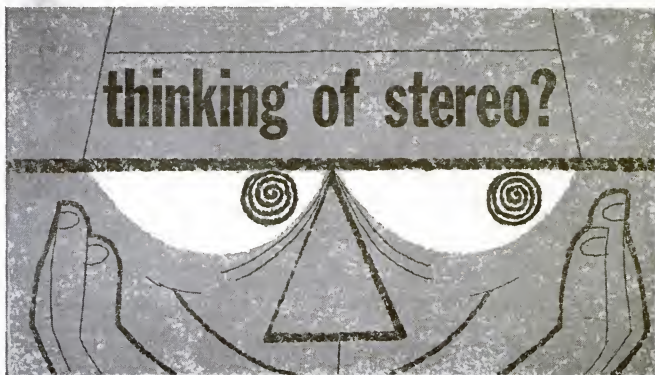
Parker is president of Memphis Music Association, the organization of phonograph operators. Seven years ago, as the business continued to expand greatly, he recognized the need for fast travel in contacting the company's many customers and is developing a zinc and lead mine. Parker is president of this enterprise, Arkansas Zinc & Lead Company. Parker was instrumental in starting the first coin-operated laundry in this part of the country. The first one was opened in May, 1957. Today there are more than 200 in the Mid-South.

Parker is married and has three children. "Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route recorder to find out what records they are putting out on their route that week, and why.

Record Supply official, John T. Edgerton, said that buying, "such as it was," started about the last week in November. "Most operators carry over their standards from year to year and use these most," he added.

"Our Christmas sales are about even with last year, he said, but pointed out that this was below that of other weeks.

"Operators here put out about three to five Christmas songs and at least three of these are their own stock standards."



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Many operators (and locations, too) are thinking of stereo—the dramatically new, full dimensional sound that “puts the performers in the room”—and paying patrons to hear them.

Stereo gives locations a new drawing card—has captured the public imagination as nothing since TV has been able to do.

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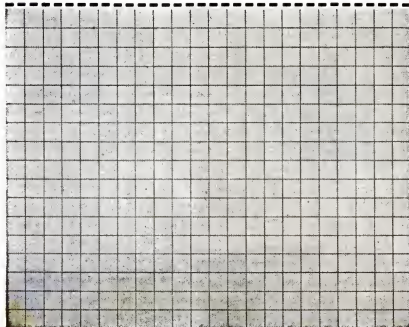
AMi STEREO ENGINEERING KNOW HOW—WITH

LONGER STEREO EXPERIENCE THAN CAN BE OFFERED BY ANY OTHER MANUFACTURER—PLUS YOUR PRESENT AMi “I”—WILL PUT YOU INTO STEREO AT A MINIMUM COST *RIGHT NOW!*

Coin-operated stereo requires knowledge of speaker placement . . . layout of locations (every location is different and presents different problems) . . . acoustics information . . . many other factors. Location satisfaction is your safest, surest way of making stereo pay off in bigger take.

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You can put yourself ahead of the game with the help of AMi's Stereo Service Department. Here's how:

1. Clip the location scale chart below.
2. Rough in the position of your present juke box . . . windows . . . doors . . . furnishings.
3. Indicate the dimensions of the room . . . including height of ceiling . . . availability of open walls for speaker enclosures. Each square on the location scale chart represents any value in feet you want to assign.
4. Airmail to AMi Stereo Service Department.

Your Firm Name & Address _____

Sen. Probers Hit Racketeer

• Continued from page 104

at the union's mercy. In some cases violence in the form of stench bombing, acid on machines and shotguns fired thru location windows forced operators into the union.

In one case an operator who wouldn't go along with the union found dynamite tossed in his front yard. A friend, an explosives expert, decapped it. It was re-wrapped, and the operator and his friend took it to Blumetti's office and tossed the package to him. From Blumetti's reaction, they knew he was behind the initial tossing. Blumetti then, according to Kaplan, passed the word to stop the violence if the operator joined the local.

Kaplan said there have been reprisals against operators who testified before a House committee headed by Representative Hefman (R., Mich.) in 1955. That group's probe was basically the same as the one now being conducted by the Senate committee under Senator McClellan.

Waived Provision
Blumetti became a teamster of fiscal without having the two years' experience required under the union's constitution. During the

two years preceding his election to office, he was co-owner and owner of a bar. The two-year provision was waived so he could assume office.

Kaplan said that Blumetti had been charged with counterfeiting making false statements during the draft and had served a prison term for white slavery.

Most of the session was devoted to testimony by two members of Local 377, who were barred from running for office on a technicality. Joseph Carely and Joseph Sammartino were ruled ineligible on grounds that their dues had not been paid as required by the teamsters' constitution on the first day of the month for two years.

Both testified that their dues have been paid for many years by the check-off system, in which the employer automatically deducts the dues from salary payments. Employers apparently were late in reuniting dues to union headquarters, so the two men were ruled ineligible to run for office. At this point Senator McClellan voiced the opinion that if "dues are paid to an authorized agent, they're paid." In this case, the employer acted as authorized agent. Government and labor officials have labeled this strict interpretation a "fraud" to keep Hoffa-backed incumbents in office.

Federal District Judge Conell in Cleveland ruled against these members and upheld the ineligible count. Carely and Sammartino stated they were not given a chance to testify before Judge Conell.

While these members are not concerned directly with coin machines, they are members of the local which has Blumetti as its business agent.

No further witnesses will be heard until Congress reconvenes in January.

Taped Backg'nd Music System Makes Debut

• Continued from page 63

capstan unless the power is on and the machine is in motion.

The continuously-wound tape cartridges will be available in a 300-foot reel, which runs a half hour and lists at \$12; a 500-foot magazine, running one hour at \$22 and a 1,200-footer, costing \$40 which runs two hours. Thus far, Tony Flao, chief of SAC, had made deals with Livingston tape, MGM records and WEA. Distributing to utilize their music in the Fidelifox magazines. The music magazine will be available from the record or tape houses directly. Flao estimates that 800 to 1,000 hours of magazine music will be available within 30 days.

Flao recently bought out all rights and patents of Fidelipac of Toledo, O. Fidelipac was a supplier of the cartridges for tape background music units.

A switch makes it possible to select either a 70-volt line or an ohm output, with the 70-volt line enabling the Fidelifox unit to operate 20 or more speakers. The seven-transistor tape background music unit can be used as a public address system thru a microphone jack at the rear of the cabinet.

Details of distribution of the Fidelifox units are still being worked out.

MAN FROM MARS SWEET ON JUKE

NEW YORK — This silly story has been making the rounds with local operators. It concerns the Martian who lands in the center of Manhattan, debarks from his space ship and walks into the nearest tavern. The first thing he spots in the tavern is a new 200-selection juke box, all lit up. Walking up to the automatic phonograph, he says, "Tell me, what's a gorgeous chick like you doing in a dump like this?"

IRS Clarifies

• Continued from page 104

(4) where music is provided or permitted, it is either instrumental or other music supplied without charge to the operator, or provided by a juke box.

Representative Forand pushed for the exemption because he felt the teen centers should not be taxed at the high rate levied on the "adult, commercial entertainment normally associated" with the cabinet tax (The Billboard, September 8).

Internal Revenue's reminder noted that "reasonable payment" by patrons for operation of a juke "will not be considered charges for dancing privileges." When queried by The Billboard for an interpretation of "reasonable payment," IRS sources said it would be deemed "unreasonable" if an operator of a teen center levied, for example, a charge of \$1 on each patron for the privilege of using the juke. It would also be "unreasonable" if a device were, for example, wired to the juke, making it necessary for a patron to pay 25 cents per play.

Moore to Open Philly Office After Jan. 1

NEW YORK — Sandy Moore, local Wurlitzer distributor, will open Philadelphia offices on Broad Street shortly after the first of the year. Moore recently was named to take over the Philadelphia distributorship formerly held by Joe Ash.

Gabe Foreman, Moore Distributing Company executive, said that the location and the manager of the Philadelphia outlet will be named in a couple of weeks.

He disclosed that the firm had been awarded a plaque by the Wurlitzer Corporation for the greatest number of sales during 1958 of any Wurlitzer distributor in the world.

Juke Op Charges

• Continued from page 104

bar Brown from complaining to the police or to the location until the case comes to trial. He said he would also seek to recover lost revenue which resulted from the location's pulling the plug on the box in the evening to forestall Brown's complaints.

Cheifsky said that he had taken several measures to cut down on the sound volume of the juke box. He cited the installation of a volume control system, placement of extra speakers, and a new juke box.

In spite of this, charges Chiefsky. Brown persisted with his complaints. As a counter measure, the operator removed all Lou Monte records from the machine and told Brown he would refuse to play the music of any artist handled by the manager until his attitude changed.

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THE WORLD'S FASTEST

Record-Changing Mechanism

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PHONOGRAPH

Extremely fast-action piles up more coins per hour than any automatic phonograph ever built. The pinnacle of simplicity, the Model UPB-100 will bring genuine prosperity to operators for many years to come. See this sensational new phonograph at your United Music distributor NOW. Write today for new descriptive literature.

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3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

AMUSEMENT MACHINES

New Bowlette Adds Service: Baby Sitting

ST. LOUIS—Baby sitting was one of the services Jack Rosenfeld expected to provide at the recently opened Bowlette, but that's what is going on there.

This is how it works: Children are not allowed inside the miniature, coin-operated bowling palace here 4 p. m., weekdays unless they bring a note from their parents giving them permission. A great many children—some 40 or more—have been sent with the note with instructions that they be sent home at a certain time.

Rosenfeld keeps a schedule of the time each child is to leave, and at the appointed time calls out the name on the public address system in the cashier's cage, where the youngster reports before going home.

This system has worked out because the Bowlette, which offers bowling at 10 cents a game on the

(Continued on page 113)

Baltimore Ops' Fete Set Feb. 1

BALTIMORE—Irving Goldner, president of the Amusement Machine Operators of Greater Baltimore, announced that the organization's 11th annual dinner-dance will be held February 1 at the Lord Baltimore Hotel.

Goldner said that the coin machine industry here is riding up one of its worst years in recent memory, with the area hard hit by unemployment.

Most recent blow was the loss by the Glenn Martin aircraft factory of a large Navy order and the subsequent laying off of some 6,000 employees.

LIFE IN OUTER SPACE IS OUT OF THIS WORLD

CHICAGO—The following is a release received last week from James T. Mangin, at Evergreen Park, Ill., publicity man well known to many in the coin machine business:

"James Thomas Mangin, one of the pioneers of the coin machine business, now head man of the Nation of Celestial Space with a legally recorded claim to all space in the sky, today appointed Joe Westerhaus, of the Westernhus Corporation, Cincinnati, O., as the first coin machine distributor and jobber in Outer Space.

"An official license, for a term of three years, was issued by Celestia, the space nation, to the popular Ohio distributor.

"Westerhaus considers it a signal honor to be selected as the first licensed coin machine man in space with the right to do business anywhere in the vast territorial reaches of Celestia. He agrees with Mangin that the earth moves thru space 1,500,000 miles each day and that we are all basically sky people, not mere earthlings.

"Joe is sending hundreds of official passports to the moon to his customers, in celebration of achieving (sic) the very first coin machine space license.

"Mangin's claim to outer space has been publicized widely for 10 years—two recent appearances on the Jack Paar TV show—and, on December 21 Celestia formally celebrates the completion of its 10th year of existence with proper ceremonial activities in the space capital, Evergreen Park, Illinois (sic)."

'58 U. S. Coin Export Dip Hints World Market Change

Figures for 1st 9 Mos. Show First Drop In 8 Years, Reflects New Outlook Ahead

BY BOB DIETMEIER
CHICAGO — U. S. exports of games and juke boxes are running behind a preceding year for the first time in eight years, a fact suggesting a new world market picture.

The 1959 outlook for U. S. exports of games and juke boxes does not look promising, but the long-range potential still looks bright. Barring the unexpected opening of new markets, U. S. exports of both types of equipment next year probably will be down considerably from this year. This year is running well behind record 1957.

The immediate prospects, how-

ever, are far less important than those for the next decade. And on a long-range basis, the prospects for U. S. exports look good for the simple reason that both juke boxes and games are highly popular throughout the world, and top quality equipment of both types is available from the U. S.

However, this long-range future is obviously extremely uncertain. It is because it depends so many developments and how effectively U. S. exporters (both manufacturers and distributors) grapple with these developments in their foreign trade practices.

In short, the long-range future

for U. S. exports of games and juke boxes looks good on the basis of world market potential. Whether this potential can be realized—or shared in substantially—by U. S. firms depends on too many factors and too many "ifs" to make a satisfactory appraisal at this time.

One thing is clear: The tapering off of U. S. exports this year and next will do nothing to relieve the demand on the city police forces, and may well intensify already.

(Continued on page 116)

Louisville Pin Drive Slows Down

CHICAGO — The Louisville Times reported in its December 1 issue that the pinball crackdown is slowing down because of "other demands on the city police forces."

The paper said that since early October no arrests have been made. During that month, 20 persons were accused by police of taking payoffs from pinballs or of "hundred violations of the law."

The paper said that since early October no arrests have been made. During that month, 20 persons were accused by police of taking payoffs from pinballs or of "hundred violations of the law."

According to the paper, county police chief Edwin A. Richardson said "a periodic check is still being made on the taverns and restaurants which have pinball machines."

There is no "set time for these investigations," Richardson was quoted as saying. "The practice is to hit the pinball sites now and then and keep the world in

(Continued on page 112)

N. Y. Game Ops Sees Improved Receipts

Koondel Sees Collections Near '57 Level; Cites Improvement During Nov. and Dec.

NEW YORK — Game collections during November and early December are only slightly behind the 1957 figures, and they may be running at a better clip by the end of the year, according to Al Koondel, of the Empire Automatic Corporation, a local game operation.

Shuffle games are the bread-and-butter machine in New York, and Koondel now takes in an average of from \$15 to \$18 a week per machine after commissions.

A year ago at this time, the

weekly average was \$18 to \$20 a week, but three months ago the average dropped to \$10 to \$12 a week.

Overtime Factor
Koondel feels that the improved collections accurately reflect the improved economic conditions here. He pointed out that local factories now give the workers an opportunity to rack up overtime pay, and some of this is winding up in the coin boxes.

According to Koondel, the operator is pretty much at the mercy of economic conditions. His theory is that the customer has so much

(Continued on page 113)

NY Game Ops Set Banquet

NEW YORK — The ninth annual banquet of the Associated Amusement Machine Operators of New York will be held January 31 at the Essex House here.

Co-chairmen for the event are Irv Holzman and Dave Lowry, assisted by Claire Mirano. Some 400 guests are expected to attend, with top talent providing the entertainment at the floorshow.

PA. LAWYER CONTENTS

'Gunching and Hulung Make Pinballs Legal

PHILADELPHIA — Game operators who thought they were familiar with most trade terms were

confronted with a couple of new ones at Pennsylvania State Superior Court here Wednesday (10).

The case before the court is one which Keystone State operators are watching closely — involves the legality of pinball machines.

The terms are "gunching and hulung," which were introduced by Louis C. Glasio, a Pittsburgh attorney who represents game operators in Uniontown, Connelville and Brownsville.

Acrobatic Gyration
According to Glasio, gunching and hulung are acrobatic gyrations which the players indulge in to keep the little steel balls rolling in the proper direction.

Glasio contended that "gunching and hulung" of the machine permits without tilting the changing of the course of the ball, the speed and the bouncing on rubber pegs.

He argued that the playing of a pinball machine demands skill, and anything that demands skill should not be classified as a gambling device.

Reversal Sought
The operators are seeking a reversal of a decision by Fayette County Judge Estace H. Bane.

(Continued on page 112)

REVIEW & FORECAST

Ark. Ops See '59 Coin Game Hikes

LITTLE ROCK—Game business in Arkansas, and particularly Little Rock, suffered some during 1958, but with a change in the political climate coming January 1 operators will have many lucrative locations open to them.

The game business for 1959 should bring in collections several times what it was this year, a survey discloses.

The business this year has not been extremely bad, but it was off from what it should have been. Operators were hampered by raids in Hot Springs and Little Rock on location owners of private clubs.

In Little Rock there were more than four dozen private clubs in operation early this year. A furor broke out when citizens discovered that teen-agers were being sold mixed drinks and beer.

The citizens, press, law enforcement agencies and game operators banded together to eliminate the evil. Game operators worked hand in glove with police in removing from any private club an amusement game where minors were served alcohol.

The police eventually closed most of the clubs.

Word is out now that the clubs will be authorized after January 1, 1959, as long as minors are not sold beer and mixed drinks. Little

Rock operators have agreed to place games in the clubs, but will watch them closely and co-operate with authorities in policing them.

(Continued on page 114)



FUN FOR ALL THE FAMILY is the keynote of coin game installation in West Paterson, N. J., discount house recently opened (The Billboard, December 11). The illuminated sign shows measures 14 feet by three feet, is in two colors and is framed by 13-foot plywood and masonry columns. Full bowling installation is shown. More pictures will appear in next week's issue.

THE BILLBOARD WEEKLY

Amusement Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "factual," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "High" and "Low." High and low indicate price ranges; mean average indicates the price level at which most of the machines are advertised. Therefore, when the mean average is nearer the "High," it indicates the "low" a unique price probably for "as is" or "distressed" equipment.

(For 10-year period ending with issue of December 8, 1958)

Table with columns: MACHINE, High, Low, Mean, and sub-columns for High, Low, Mean. Rows include categories like MUSIC MACHINES, ROCK-OLA, SHUFFLE GAMES, PINBALL GAMES, and various game titles like Arabian Knights, Backball, and Amusement Machines.

Coinmen You Know

New York

Irv Holzman, of Simon Sales, flew down to Miami for the weekend to talk business with Dave Simon who has been sunning himself there for a couple of weeks. Mr. Holzman went along with her husband. . . Holzman has received the first shipment of the new United juke box and has been showing the unit to operators at the 10th Avenue showrooms.

Recent visitors to 10th Avenue were Bob Charles, Birmingham, N. Y. operator, and John Bilotta, up-State New York Wurlitzer distributor.

Perry Lowenbach at Runyon Sales reports that the Big Speed Bowler is doing well, while Martin's Road at Runyon reports that the first shipment of AMI stereo juke boxes has arrived.

Back from the Park Show at Chicago are Sam Goldsmith, of Capitol Projectors, Mike Munves, dean of the Arcade men, and Irving Kaye and Buddy Fox, of the Irving Kaye Company.

Bernie Boorstein, of Leslie Distributors, says Christmas business considerably below last year. . . Harry Keoppel, Keoppel Distributors, became a grandfather this week as his daughter, Mrs. Marvin W. Forman, gave birth to Eric Allen Forman.

Detroit

Ben Stocker, former FLVST, has organized the Band Box Music Company, Inc., with headquarters in the north end suburb of Oak Park, starting off with a route of about 100 machines. Stocker, who is president and general manager, said that his plans are to expand to about a 300-machine route. Norman Sommers is resident agent for the company, which is capitalized at \$50,000, with common stock issued at \$1 par value.

Paul L. Goebel is establishing Goebel Automatic Foods in the northwest section with headquarters on Westbrook Avenue. Goebel is former partner in a stunt business down in Ohio and plans to establish a full-line vending operation here. . . Irving B. Ackerman, Detroit attorney who has handled many coin machine matters and is himself former head of the Detroit Traffic Company, is now actively interested in music and amusement machines.

John Swatonski, who sold out his cigarette machine route about a year ago, is forming the Jay Jay Vending Company and returning to the coin machine business with an expanded and diversified operation, including juke boxes, pinballs, pool tables and amusement games.

Evelyn Friedenberg, widow of Charles Friedenberg who died in January, is taking over ownership and operation of his amusement machine route, known as the Rye Coin Machine Company. Detailed management will be handled for her by a brother-in-law, Alex Friedenberg.

Marking an expansion of route by the T. D. Cigarette Company,

Long established local firm, two Corrado brothers, Dominic and Anthony, have joined as partners, bringing fresh capital into the business for growth purposes. They are cousins of the senior partner, Dominic Corrado, better known as Sparky. Paul Vitale also remains as a partner in the enterprise.

George Wilson, head of Wilson Vending and one of the city's leading ball game operators, is back from a trip to St. Louis for the NAMA convention, where he looked over new ideas in vending, including some new types of operation.

William H. Van Koughnet, who has re-registered title to the Union Coin Machine Service Company, has moved to a new shop location on Fennell Avenue. His firm specializes in service for juke boxes exclusively and does no operating. . . Marvin Jacobs, who has worked for the Union Coin Machine Service Company for some time, has registered title to the Musamatic Amusement Service, and is considering plans to establish an independent juke box route.

The Coolidge Vending Company has been incorporated to operate juke boxes and all types of machines. Patrick Hanniford, with offices in the Ford Building, is agent. The charter provides for \$50,000 of common stock, at \$10 par value. . . Paul L. Goebel, of Goebel Automatic Foods, was down at Toledo, O., on a short business trip, and at the P. Sauvage site but his winter home at West Palm Beach until March. The business will be run by his son, Dave Sauvage.

Jack Barbash, of Rock-Ola's sales and service department, recently conducted a two-day service school for operators' servicemen at the offices of Fahiano Distributing. Mamie D. Folino reports. . . Mary Blank, of J. & C. Music, is planning an expansion of route operations. Norman P. Nowak, partner in the long-established Vender Vendors, reports some expansion to fill in lines carried in a location, including coffee machines in addition to cigarette vending. They maintain bulk vendors as an essential customer service for their locations.

Henry C. Lemke, dean of local operators, reports business off generally about 60 per cent. His wife is in poor health. Lemke reports pool tables now doing twice as much business as bowling games. . . "Doing is definitely on the upgrade," reports Ted Parker, of the Miles-Newmark Distributing sales staff. The new stereophonic sound is proving a big hook.

While plants have been down, manufacturers are starting up again and employment will mean better business for everyone in the area, Parker says. Currently business is off by 25-30 per cent, with some operators reporting a drop of 50 per cent. A new type of vending location is coming into the picture, Parker pointed out—landromats. These establishments are now installing soap vendors, actually a form of bulk vending, directed to the specialized needs of today's housewife.

Denver

By BOB LATIMER
News from Laramee, Wyo., has it that Velma Cook, partner in Vee Music Company, has been hospitalized.
(Continued on page 112)

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✓	✓	Loon Merry-Go-Round	190.00
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ALBANY 24, MASS. AT 3-1300

N. Y. Game Ops

Continued from page 109

to spend and no more. A good operator will use top equipment, service it properly, shift machines at the right time, and get his share of the customer's dollar. A poor operator may fail to get his share. But the best operator in the world isn't going to get more than his share.

Most of Koondel's locations have shuffle games, with some long bowlers and a few gun games. Koondel reports that weekly averages on long bowlers are about the same as on shuffles, and they take longer to amortize.

On the other hand, gun games are capable of substantial earnings when first placed on location, but they taper off quickly, he said. According to Koondel, gun games will average about \$30 a week, his end, for the first month, then drop off to \$10 a week at the end of the second month.

Koondel tries to take advantage of the brief top earning power of gun games by keeping them on location for a month or two, then switching them to a new spot.

Unlike the music machine industry, advance commissions and bonuses aren't much of a problem among New York game operators. They seldom give them. Only exceptions are when the same operator has games and music. Then the bonus or advance commission will cover both pieces. But rarely will an operator of games exclusively count thru with money for the location.

Also rare among local game operators are front money or minimum guarantee agreements. The usual arrangement is a straight 50-50 split, and it seems to be working out well.

Lawyer Contends

Continued from page 109

Judge Bane had condemned pinball machines as gambling devices after State Police had confiscated some 41 pieces.

Classo based his argument on the contention that "the player does exercise some control over the ball if it is shot by the plunger."

He added that "I've had a machine in my basement for eight years, and I'll bet I can run up a higher score than Mr. Lowkey (Frank P. Lawley Jr. is the deputy attorney general who is arguing the case for the Commonwealth)."

"No one has suggested," said Classo, "that a ball player is inept at hitting a baseball because he too loses control of the ball once it leaves his bat."

Classo argued that a player receives entertainment and free games for his efforts and that free games are not a thing of value. The court took the case under advisement.

New Bowlette

Continued from page 109

coin-operated alleys, is located across the street from the Delmar-Harvard School in University City (The Billboard, November 24 and December 11).

Young people, parents and their children have shown a tremendous interest in the Bowlette since it opened the day after Thanksgiving. In line with providing amusement and recreation for people who never before have played coin-operated machines, the Bowlette is preparing for a ladies' day as an introduction to the extension. Games that day will be free to women in attendance.

Rosenfeld stated that business at the Bowlette is "terrific." This is above expectations, he said. "Receipts are way over what I anticipated."

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PURVEYOR
DISTRIBUTING CO.

Better Buys

Ark. Ops See Hike

Continued from page 109

The Little Rock Musio Association has already adopted a resolution to pick up a machine if the club is found to be serving drinks to minors.

In Hot Springs a nationally famous resort where there is horse racing, gambling, fishing, boating, hot mineral baths, golf and other pleasures, game operators will have more plush locations available also after January 1.

Operators over the rest of the State have enjoyed steady business and report it is almost on a level with 1957 income. They predict a brighter year for 1959.

The Arkansas Legislature convenes in January and, as usual, operators over the State expect the chief legislators will introduce bills aimed at increasing the tax on games so high as to legislate them out of business.

In the last session, for example, in 1957, several such bills were introduced. One (termed by most operators ridiculous) would have taxed games \$85. Another bill would make the tax on a phonograph \$75 plus \$10 for each wall box.

These and several other such bills were, of course, defeated. But operators over the State chipped in a few dollars each to fight them.

Two of the largest game operators in the State, however, the largest, say they expect such a fight on their hands again in the spring of 1959, as they have had every two years for many years.

The operators, Harold Dunaway and Cecil Hill, own Twin City Amusement Company at Little Rock. The collection to defeat such outrageous measures, they say, begins with operators at Little Rock and branches out throught the State.

"Most operators contribute," said Dunaway. "That way there is not too great a burden on any one. We all give a small amount each and work together writing and contacting our State senators and representatives."

Present law calls for a \$5 tax on amusement games for the State, \$5 for city, \$5 for county and \$10 for federal. This \$25 total corresponds most favorably with neighboring Tennessee, where operators are saddled with a high \$58.25 annual tax per machine.

Present Arkansas law also allows unlimited free play on an amusement machine, but no pay-off. (Tennessee allows only one unreduced free play, no pay-off.)

Bingo games are outlawed in public places in Arkansas, but are allowed in private clubs. Pinballs and other amusement games are unrestricted in public places.

Operators over the State generally favor a much higher vote in 1959 than 1958. They point, primarily, to better economic conditions and better crops this fall in their areas.

NEW YORK AND NEW ENGLAND OPERATORS

If you missed seeing and hearing **UNITED'S** NEW 1959 PHONOGRAPH at our show room last week, then make it a must to stop in within the next few days. You'll be glad you did. Also on display—all of United's latest Games.

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Game ALL-STAR BOWLER 575	Game SKILL BALL 375
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Wm. 2ND BASE 225
Wm. 3RD BASE 225
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SKID MGRN 375
CIRCUIT 375
SECRET SHOOT 375
QUADRANT 375
SUPER HUNTER 375
DOUBLE SHOT 375
WRI 375

Single Player 5-BALLS

ROTD POOL 275	Game MOTOZAMA 375
ROCKET SHIP 275	Game GIMP TWIN 375
CRUISE CROSS 265	Game SKILL BALL 375
SILVER 275	Game C. STEAM SHOVEL 75
WORLD CHAMP 175	Game HOL'R IN SHS 75
ROYAL PALACE 275	Game JOLLY JOKER 75
RAINBOW 185	
RAINBOW 185	
RAINBOW 185	
RAINBOW 185	
CLAY'S BOWLER 125	
WATER GATE 125	
OPYSY QUIN 95	
OPYSY QUIN 95	

2-Player 5-BALLS

BALLS-A-POPINN 315
TORNADES 175
CARNIVAL 175
SKILL BALL 375
SKILL BALL 375
SKILL BALL 375
GLADIATOR 145
GLADIATOR 145
GLADIATOR 145
GLADIATOR 145

PHONOGRAPHS

A.M.I. M-200 475	SEEBURG MP-100 525
A.M.I. M-300 445	SEEBURG MP-150 475
WALZERTON 1000 445	ROCK-OLA 1494-120 275
WALZERTON 1000 445	ROCK-OLA 1494-200 375
SEEBURG MP-150 475	ROCK-OLA 1494-200 375

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Write for **WORLD WIDE DISTRIBUTORS**

Chicago Address: **WORLD WIDE DISTRIBUTORS**
2380 N. Western Ave., Phone: Everglade 4-2196

CHILDREN'S RIDES

2 Camel Pelomine 375.00
1 Orm Rockel Ship 255.00
1 Rabbit Rowlth the rainbow (includes ride of Peter Rabbit) 235.00
1 Rabbit ski branch (used bar should) 200.00
1 Bar Lane Carousel 245.00
1 Bar Lane Carousel 245.00

UPRIGHTS

1 Keya Computer 875.00
1 Keya Computer 875.00
1 Keya Computer 875.00
1 Rabbit Rowlth the rainbow (includes ride of Peter Rabbit) 235.00
1 Rabbit ski branch (used bar should) 200.00
1 Bar Lane Carousel 245.00
1 Bar Lane Carousel 245.00

POOL TABLES

1 5' Pool Table 165.00
1 5' Pool Table 165.00
1 5' Pool Table 165.00
1 5' Pool Table 165.00

SPECIAL III!

4 Williams 16-Strike 59.00

We are distributors for **ROCK-OLA**. Write, wire or phone us for very attractive prices.

SHAFFER GUARANTEED PHONO SPECIALS

SEEBURG

ND 200H \$775.00
KS 200H 725.00

V-200

\$495.00

Refinished—Reconditioned

V-160

\$624.50

Refinished—Reconditioned

VL Receiver—Speed—Read

Also Available as V-120

HIDEAWAYS

HF 100R \$475.00
HM 100C 325.00
HM 100B 295.00

WURLITZER

2150 \$595.00
2000 450.00
1800 425.00

AMI

E-120 \$295.00
D-80 189.50
D-40 (45) 149.50

GUARANTEED BY

SHAFFER

MUSIC COMPANY
Write for Illustrated Catalog

849 NORTH HIGH STREET
COLUMBUS, OHIO
PHONE: AX 4-4614

PLAY PINS BUT KEEP IT QUIET

CHICAGO—United Press International reported from Osaka, Japan, December 2 that the association of Pachinko (pinball) operators had signed on that date an agreement to remove the bells from their pinball machines in order to co-operate with the city's anti-noise campaign.

Tusko Names Sam Solomon

NEWARK, N. Y. — The Tusko Sales Corporation has appointed Sam Solomon, Columbus, O., as Ohio distributor for the firm's line of kiddie rides, it was announced by John Biotta, national sales manager.

Biotta said that the firm will concentrate on encouraging operators to place rides in outdoor amusement places where youngsters are apt to congregate.

When answering ads...
**SAY YOU SAW IT IN
THE BILLBOARD!**

BINGOS

MISS AMERICA	3475
KEY WEST	395
SHOW TIME	379
MIAMI BEACH	168
GAYETY	91
PARADE	209
BIG TOUR	185

GUNS

Genco CIRCUS GUN	886
"D" ARTS PARADE	795
Genco STATE FAIR	348
Genco BAYBEE COUNTRY	221
Genco SKY SHOOTER	191
Genco SANDER	191
UN CARNIVAL GUN	160
Wms. SET FIGHTER	150
Kenny SPORTSMAN	145
Genco RIFLE GALLERY	145

5-BALLS

ROCKET SHIP	875
CRIS CROSS	795
WORLD CHAMP	755
ROYAL FLUSH	725
BALLE A POPPIN'	725
RAINBOW	725
ACE HIGH	375
STRAIGHT FLUSH	315
ROTO POOL	275



**"FIRST" AID
for TIRED ROUTES—
FIRST-Class
Equipment!**

ARCADE EQUIPMENT

Williams CRANS	515
C. C. STEAM SHOVEL	515
Bally ALL STAR	475
SEWELL	375
Genco MOTORAMA	295
Motormen 20 ARTS	295
C. C. TWIN	215
Williams TEN PIN	245

**COIN MACHINE
EXCHANGE**

Joe Kling & Wally Finko
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dkbrk 2-0500

NEW GAMES

Gettiss SITTING PERRY
Wms. VANGUARD
Wms. 2-D
Bally CARNIVAL GUN
United DUPLEX BOWLS ALLEY
United SKY FIGHTER
Bally SPEED BOWLER
United CYCLES
Genco GYPSY GRANDMA
United ATLAS
VALLEY 6-ROCKET POOL
Wms. COMBUSTION 4-ROCKET
Auto Ball CIRCUS DAYS
Kenny DISCO BIG TENT

WANT TO BUY!

CASH or TRADE
Chicago—Bally—United

SHUFFLE ALLEYS

BALLY
BINGOS

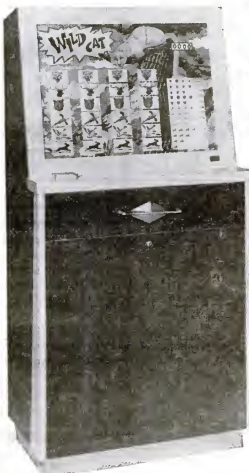
CABLE: "FIRSTCOIN"—Chicago

FIRST

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dkbrk 2-0500

NEW ULTRA MODERN—UPRIGHT

It's Sensational



COLOSSAL
1,000 Feature

- Location Tested
- 4 Columns More Ways to Score
- New Scuff Proof Base
- Terrific Earning Power

Another Winner by **GAMES, Inc.**

Height 56"
Width 28"
Depth 16"
Shipping Weight—171 lbs.

Manufactured by
GAMES, INC.

2950 N. Campbell Ave. Chicago 18, Ill.
Phone: COmelia 7-8800

CONTACT YOUR DISTRIBUTOR
A PROVEN WINNER
DOUBLE SHOT
STILL IN PRODUCTION

NEW ULTRA MODERN—UPRIGHT

It's Sensational

WILD CAT

COLOSSAL 1,000 FEATURES

Location Tested

New Scaff-Proof Base

4 COLUMNS More Ways to Score

TERRIFIC EARNING POWER

ANOTHER WINNER BY
GAMES, INC.

Height 56"
Width 28"

Depth 16"
Shipping Weight 171 lb.

PENNSYLVANIA DISTRIBUTOR

For Immediate Delivery, Phone or Call

MICKEY ANDERSON AMUSEMENT CO.

314 East 11th Street

Phone: 2-3207

Erie, Pennsylvania

when answering ads . . . Say You Saw It in The Billboard

Export Dip Hints Mart Change

Continued from page 109

tight competition here. This in turn may encourage more and more distributors to look seriously at diversifying their sales lines into vending machines and non-coin products, diversifying their operating routes (for the majority who operate). It will undoubtedly help encourage distributors to broaden their lines to handle as many types of games as possible, along with juke boxes. Exports clearly affect domestic business.

Here are the major factors involved with the future of U.S. exports:

1. The European Common Market (which goes into effect January 1), the effect of which is expected to promote the sale and export of European exports, hinder U.S. exports.

2. The rise of the European manufacturer with production-line equipment which is continually improving (so far this applies to juke boxes, rather than games).

3. The speed at which current coin markets abroad grow and develop, absorbing increasing numbers of machines.

4. Governmental restrictions which would open or close, stimulate or hinder U.S. imports of juke boxes or games or both.

Related to these are monetary problems, cost of equipment, feasibility of manufacturing equipment abroad, lack of a broad operating base in many countries, lack of capital of prospective foreign operators.

The strength of one of these factors is seen in the case of Italy, a country which for months had imported record numbers of five-ball pins. Gottlieb and Williams had both exported thousands of games to this single market, Genco had decided to have another try

at the five-ball field apparently largely because of this juicy market. With one fell swoop, the government banned pins and not only is one rich market promptly cut, but the entire European market is overnight gutted with five-ball pins that Italian firms are trying to get rid of.

U.S. Department of Commerce figures tell at least part of the story. U.S. exports for at least the past eight years have increased each year. Last year, total U.S. exports of juke boxes and games

22 Shuffleboard . \$450

(Refinished)

Genco Scoreboard . 95

ALLEYS

United 14' Bowling Allys . . .	\$325
11' Bowling Allys	325
Mercury Shuffle Alley	125
Team Shuffle Alley	105
Chief Shuffle Alley	95
League Shuffle Alley	95
Baby Blue Ribbon, S.A.	175

MUSIC

Seaburg M 100 C \$375

PINS

Gottlieb Scoreboard	\$145
Goldstar	175
Meridian	175
Easy Ace	145
Tornado	225
Daily Dip	135
Twist Ball	125
Williams Surf Rider	185
Piccadilly	140
Hot Diggity	135
Porky	115
Prize Pin	115
Genco Fun Fair	175

CENTRAL OHIO COIN

MACHINE EXCHANGE, INC.
828 N. High . . . Columbus 6, Ohio
Tel: AK 2300 ext. 4-3229

Gottlieb's

SITTIN' PRETTY

"Step Right Up Folks"...

Hit the Targets and "Dunk" the Clowns!

"DUNKING CLOWN" FEATURE

drops numbered clowns into water tanks by making Roto-Targets and rollovers. Dropping any three clowns in a row scores special. Additional specials for 4-5-6 or 7 consecutive clowns "dunked".

It's a honey . . . its excitingly fast playfield action coupled with the new "Dunking Clown" feature all add up to record breaking collections for you. Action includes side rollovers that fire red and blue pop bumpers for high score, top rollover that scores Roto-Target values, 6 places to spin Roto-Targets, high score to 7,900,000, "Rating Chart" that indicates player score progress and a host of other fine playfield features. See your distributor today for a demonstration!

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



Amusement Pinballs!
as American as Baseball and Hot Dogs!

was nearly \$25 million, not counting vendors (which brought the record total up to \$26,837,266).

Figures for the first nine months this year show a reversal of this trend and should continue to drop for the final quarter (The release of official government figures usually lags 90 to 90 days).

U. S. Commerce figures for September were received by The Billboard last week and make possible a nine-month compilation and comparison (This will be charted in next week's issue).

For the first three quarters this year, total exports (joke boxes, games and vending machines) are down roughly 10 per cent, with a slight increase in dollar volume for games overwhelmed by a sharp drop in joke boxes. Because of the loss of Italy, reports for the final quarter should reflect a sharp drop in games, too.

During the first nine months of 1958, just 17,746 joke boxes valued at \$10,096,512 were exported compared to 20,645 units valued at \$12,845,815 for the same period last year. Of course, this \$10.6 million figure is still about equal in dollar volume to 1954 (when 21,700 joke boxes were exported valued at \$10,656,000). But it is a sharp reversal from the last two years and does suggest strongly a glighted European market and growing competition from the expanding German joke box manufacturing industry.

Actually, exports began dropping as of December, 1957—just a year ago. Reported The Billboard when the figures came in: "Figures just now in for the final month of 1957 indicate a decided dip in volume, and constitute the lowest per-month total (\$1,581,488) of the year. If such a trend should continue—and reports from Europe indicating an over-abundance in some areas of pins and jukes are a serious matter—then the trade can expect a slacker market for coin exports in 1958."

Even tho the total dollar volume decrease for the first nine months lies in joke boxes, figures for games do reflect that far fewer units (therefore slightly more expensive units) were exported in this period. A total of 26,480 games valued at \$5,639,761 (at an average-per-game price of nearly \$214) were exported during the 1958 period compared to 31,332 games valued at \$5,510,837 (at an average \$176) a year earlier.

Vending machine dollar volume has remained virtually the same, except that more than 7,000 more units were exported, suggesting

that more penny bulk machines and/or more "as is" used machines were exported. Figures: 29,528 vendors valued at \$1,760,006 shipped in the 1958 period, 22,179 units at \$1,759,678 in the 1957 period.

Totals for the nine months: 73,754 games, jukes and vending machines valued at \$18,086,279 in 1958; 74,156 at \$20,116,330 in 1957.

Totals for the nine months for games and joke boxes only: 44,226 units valued at \$16,326, 273 in 1958; 51,977 at \$18,356,652 in 1957.

September figures of \$1,648,977 for joke boxes, games and vending machines is the lowest per-month

total for 1958 since February. Dollar volume of games exported in 1957 averaged above \$646,000 per month; during the months of February and now, September, game exports average about half that amount. The importance of the Italian market is reflected in game figures.

In January, 1958, when more than \$1.2 million worth of games were exported, Italy accounted for \$374,759 of this total. Of the total game exports for the first nine months of 1958 of \$5,659,761, Italy alone has accounted for nearly 20 per cent (\$852 units valued at \$1,150,266), all of which has come in eight months, most of it in just three months (January,

June and August). There were no exports to Italy in September, according to U. S. Commerce figures. The importance of this market—and the present loss of it—can further be seen in last year's figures. The total dollar value of U. S. game exports in 1957 was \$7,410,812, of which Italian imports accounted for \$1,975,894 or roughly 26.5 per cent.

It is clear that because of the European Common Market and because of the present apparent over-supply of equipment (both games and joke boxes) in countries now open, there will be a great transition period during which U. S. exports are bound to suffer.

Whether U. S. exports come back to the levels enjoyed in 1956 and 1957 or go beyond that will depend largely on how profitable U. S. manufacturers find it to manufacture abroad, how fast new markets open up which can be exploited, and how well current markets hold.

It is doubtful right now, because of many factors (not the least of which is the heavy classification many potential markets place on joke boxes and games, gambling restrictions and the continuing need of many countries to concentrate their capital on improvements of the standard of living, rather than on "luxury items"), that this transition period will be over soon.

NEW PROFIT POWER



chicago coin's new 8 ft.

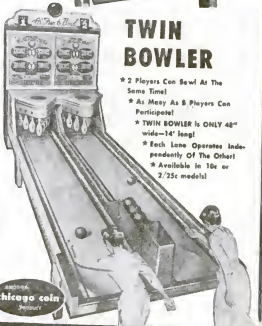
DOUBLE FEATURE

PUCK-TYPE BOWLER
FITS EVERY LOCATION !!

- Regulation Scoring — Top Score 300
- Flash-a-Matic High Scoring — Top Score 9600
- Plus . . . Adjustable to Mystery High Scoring On Strikes and Spares

TWO GAMES IN ONE*

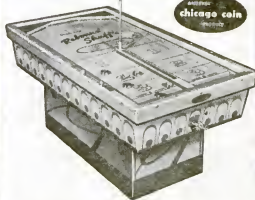
ANOTHER
chicago coin
PRODUCT



TWIN BOWLER

- * 2 Players Can Bowl At The Same Time!
- * As Many As 8 Players Can Participate!
- * TWIN BOWLER IS ONLY 42" wide—14" long!
- * Each Lane Operates Independently Of The Other!
- * Available in 10s or 2.25c models!

another
chicago coin
product



another
chicago coin
product

REBOUND SHUFFLE

- A Compact 2 Player Game . . . Team Play for 4 or 6 Players!
- Adjustable to 4-6 or 8 Frames!
- Front End Play! Game is only 3' x 6'! Yet features a 12' Playfield!
- Fernico Playfield . . . Cheat-Proof Barrier Pins!
- Twin 10c Coin Chute!

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

YEAR END CLEARANCE!

RIDES

Bally Space Ships	\$165.00
Bally Speed Racer	195.00
King Hot Rod (Auto)	100.00
Lane Merry-Go-Round	250.00

ARCADE

Bally Space Bowler	\$175.00
Chicago Cole Crown	135.00
Exhibit Dale Gee	25.00
Exhibit Dingler Ball	50.00
Exhibit Shooting Gallery	50.00
Exhibit Slow Shooting Gallery	75.00
Genco 7 & Basketball	125.00
Genco Sky Gunner	75.00
Genco Hi-Fly Baseball	150.00
Keye & Hockey	275.00
Williams Four Rigger	225.00

KING-PIN
EQUIPMENT COMPANY

626 Mills St., Kalamazoo, Mich.
7624 Fenell, Detroit, Mich.

OLD FAVORITE
IN-LINE
SCORES

PLUS NEW
"OUT-O'-LINE"
SCORES

See Sensational New
**SECTION
SCORING**

IN *Bally*
**Carnival
Queen**



9	1	2	11	15	9	1	2	11	15
4	19	7	22	18	4	19	7	22	18
25	24	16	13	17	25	24	16	13	17
6	23	5	21	20	6	23	5	21	20
12	8	14	3	10	12	8	14	3	10

Player may play for in-line scores... combination in-line and section scores... or section scores only. Pictured are 2 of 8 different card patterns that player may select. Before shooting 4th or 5th ball, player may shift patterns back and forth for greatest scoring flexibility in pinball history.

**2 NUMBERS IN A SECTION
MAY ACTUALLY SCORE
AS 5-IN-LINE**

*Profit
Proved*

In-Line Scoring with Advancing Scores,
Extra Balls and other famous in-line
features... plus new Section Scoring...
insure biggest play and profit.

Get your share. Get
CARNIVAL QUEEN
today

**LUCKY ALLEY
LUCKY SHUFFLE
STAR SHUFFLE
SPEED-BOWLER
WHIZ-BOWLER
SKILL-PARADE
SPOOK-GUN
WESTERN EXPRESS
MODEL T
SPEED QUEEN
THE CHAMPION
TOONERVILLE TROLLEY**

See your distributor... or write **BALLY MANUFACTURING COMPANY** • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

2 Games for the Price of 1

UNITED'S

DUPLEX

BOWLING ALLEY

with DOUBLE-APPEAL

Regulation Bowling Scoring

(TOP SCORE 300)

OR

Progressive Scoring

(TOP SCORE 990)

PLAYERS SIMPLY PRESS BUTTON
FOR CHOICE OF SCORING

4 SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections

to

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to
20 quarters at one time for future play

Also obtainable as one game
for 25¢

Easily convertible to 10¢ play

SEE YOUR UNITED DISTRIBUTOR TO SEE

☆ **SKY ALLEY**

☆ **NIAGARA** SHUFFLE ALLEY

☆ **CYCLONE** SHUFFLE ALLEY



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS

Fast, Quiet Operation — 1 to 6 Can Play

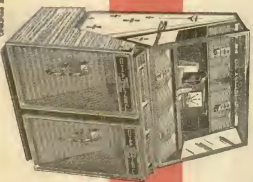
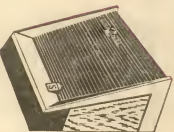
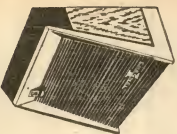
Big 4½ inch Composition Ball

Drop Chute Coin Mechanism with
NATIONAL REJECTOR

TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE

SEEBURG TWIN STEREO SPEAKERS

BRING THE TRUE REALISM OF STEREO TO EVERY SPOT IN THE LOCATION



DECCA TRADE PENDING

SEEBURG STEREO IS COMPLETELY INTEGRATED!

The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.

Seeburg
SEEBURG MUSIC SYSTEMS SINCE 1929
THE SEEBURG CORPORATION
Chicago 32, Illinois

*America's Finest and Most
Complete Music Systems*